MAY 1

# VOGUE

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50 CENTS

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African background photograph courtesy Commander Gatti Expeditions

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# VOGUE

INCORPORATING VANITY FAIR

There are three Vogues: American, French, British  I. S.V.-PATCÉVITCH Publisher

MAY 1, 1956

## COVER

News in no uncertain fashion terms:
the bloused-back summer dress.
Black and white hound's-tooth checked silk surah
with easy, airy fullness above slenderness.
One-piece dress by Dior-New York,
in Goodman & Theise silk, about $145.
Red silk organdie turban by Lilly Daché.
Darker red handbag, by Rosenstein.
Dress, handbag and Hansen gloves:
at Saks Fifth Avenue. Dress, also at Harzfeld's;
Neiman-Marcus. David Webb jewels.
Dior's "No. 99" lipstick. Bertoia chair: Knoll.




KAREN RADKAI

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Vol. 127, No. 8. Whole No. 1968



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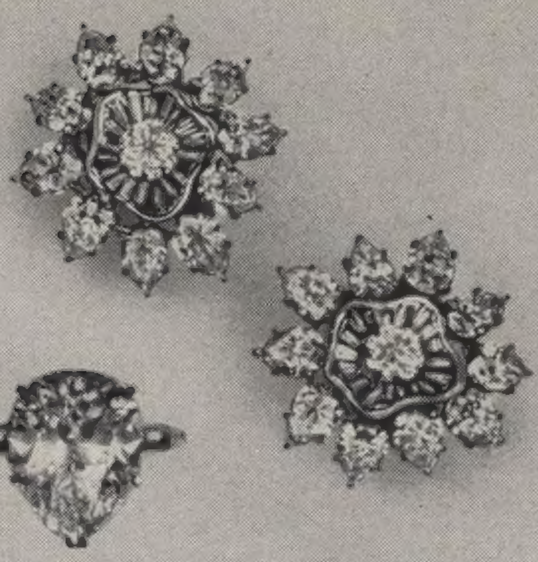
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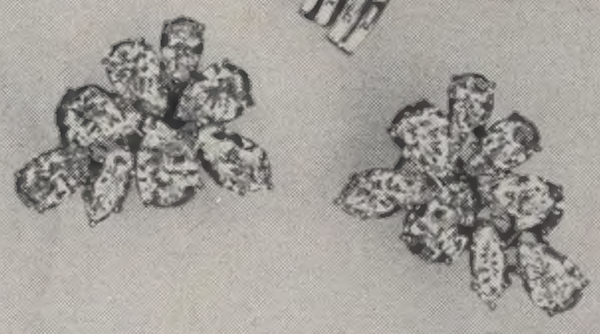
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DESOTO FIREFLITE 4-DOOR SPORTSMAN HARDTOP

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*Reg. U. S. Pat. Off.

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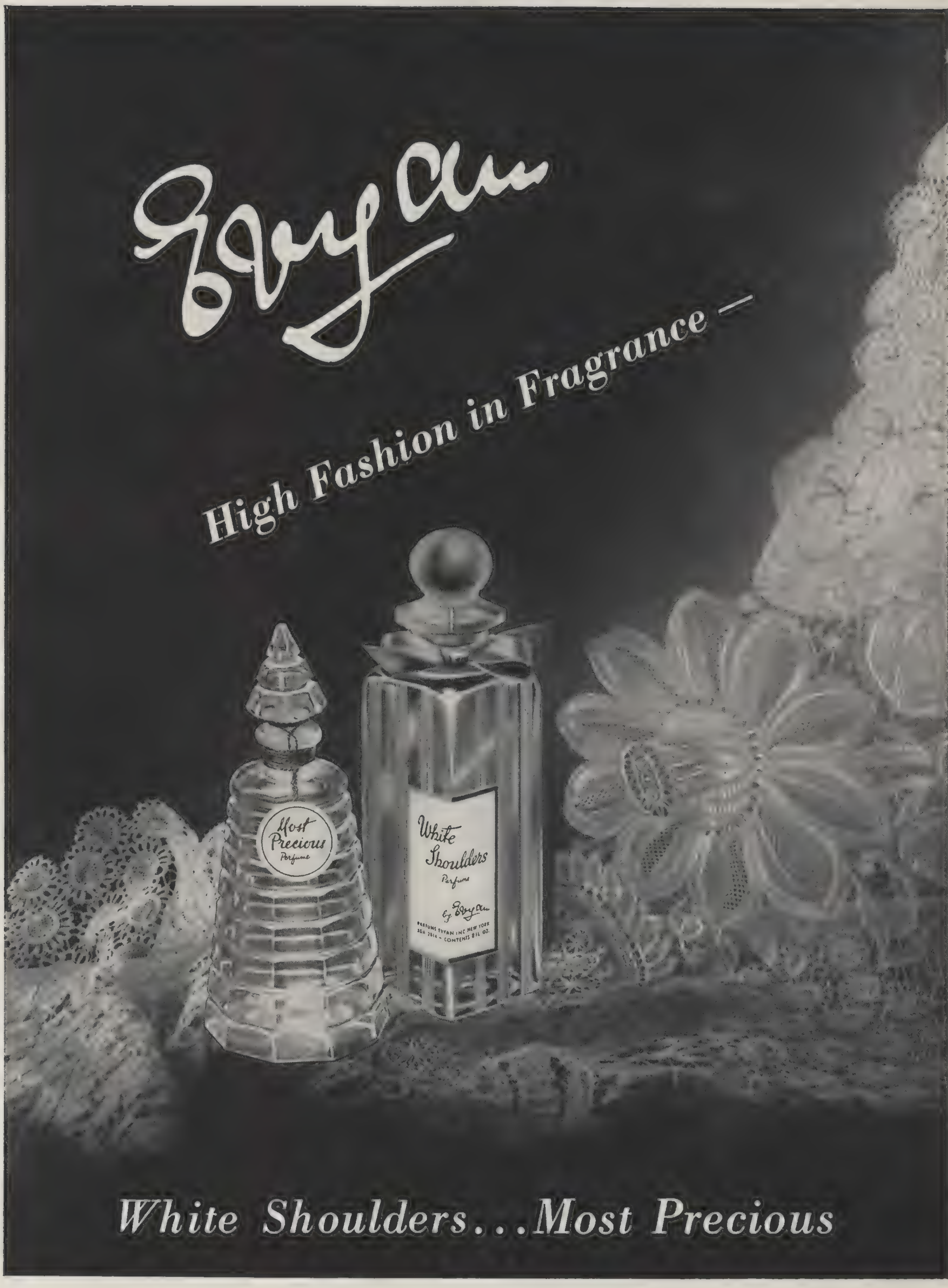
**Dresses by David Crystal.** Far left, in blue, pink, maize, or white with multicolor stripe. Sizes 10 to 18. Near left, in maize, pink, blue, or white with contrasting panels in skirt. Sizes 10 to 18. Right, in white, pink, maize, or blue with multicolor stripe. Sizes 10 to 18. Each about $40 at Best & Co., New York; Montaldo's, all stores; Burdine's, Miami and all branches; I. Magnin, San Francisco; The J. L. Hudson Co., Detroit; Julius Garfinckel & Co., Washington, D. C. For more stores see page 173.

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# *The red red raspberry*

BY SOPHIE KERR

EDITOR'S NOTE: *This is the fifth of a series of sketches that streamed from Sophie Kerr's conscious delight in food.*

My feeling about the progress of science is one of trusting ignorance. When the intellectuals tell me how science is advancing civilization, I wonder and am silent (well, fairly silent). Beyond putting lights on top of taxis to indicate if they are filled or empty, I myself don't see any great advance in civilization except in one direction—horticulture. As a lover of fruit of all kinds, both for its beauty and its taste, I wish to award horticulture a huge, shiny gold medal for lengthening the season of that delicious, delightful, aristocratic fruit, the red raspberry.

All raspberries are good, but the Red Raspberry is supreme. In the not-so-distant past the red raspberry was available for only a few weeks of early summer, a very few weeks indeed. But horticulture, aided by experts in preservation and transport, has extended that scant time from weeks to months. Since Nature is willful, and will yield only to tactful and friendly human understanding, this lengthened fruiting time is a triumph of man's knowledge, patience and resource.

The raspberry belongs to the enormously varied rose family, and its leaves resemble those of the rose. They are of a pleasing, unobtrusive green, most delicately cut, and lined with palest silver. Turn a raspberry leaf and consider its pointed design, its neat edginess and its seductive undertint—here is a masterpiece of art. The long, curving canes are streaked with deep red, as if the colour of the berry was drawn from the soil and carried to the fruit. The lovely plant is fierce with thorns and droops elegantly, intent on hiding its clusters of thimble-shaped sweetness and juiciness from man's eyes. If the plant is well-fed, the berries are big enough to put on the tips of the fingers; but even on a little, stunted, neglected bush there will

*(Continued on page 58)*




For the *Summer in Red* dresses in Wamsutta® fashion cottons see the list below for the store nearest you, or write Mollie Parnis, 530 7th Ave., New York.

Albany, N. Y.....Flah & Co.
Amarillo, Texas.....White & Kirk
Asheville, N. C.....Jean West
Atlanta, Ga.....Leon Frohsin
Atlantic City, N. J.....Needlecraft Shop
Austin, Texas.....Goodfriends
Baltimore, Md.....Hutzler Bros.
Bloomington, Ill.....Paul Anderson, Inc.
Boston, Mass.....Bonwit Teller
Buffalo, N. Y.....L. L. Berger, Inc.
Canton, Ohio.....Stern & Mann Co.
Chicago, Ill.....Bonwit Teller
Cincinnati, Ohio.....Jenny, Inc.
Clarksburg, W. Va.....Broida's
Cleveland, Ohio.....Bonwit Teller
Corpus Christi, Texas..The Smart Shop
Danville, Ill.....Deutsch Uptown
Dayton, Ohio.....Rike-Kumler
Denver, Colo.....Daniels & Fisher
Des Moines, Iowa.....Younkers
Detroit, Mich.....J. L. Hudson Co.
Englewood, N. J.....Louise Franz
Ft. Lauderdale, Fla.....Burdine's
Harrisburg, Pa.....Mary Sachs
Hartford, Conn.....Betty's, Inc.
Indianapolis, Ind.....L. S. Ayres & Co.
Kansas City, Mo.....Swanson, Inc.
Lancaster, Pa.....Mary Sachs
Little Rock, Ark....The M. M. Cohn Co.
Long Beach, Cal.....Buffum's
Longview, Texas.....Riff's
Los Angeles, Cal.....I. Magnin & Co.
Louisville, Ky.....The Stewart D. G. Co.
Lubbock, Texas.....Margaret's
Memphis, Tenn.....Frances Wright
Miami, Fla.....Burdine's
Milwaukee, Wis.....T. A. Chapman Co.
Minneapolis, Minn.....Dayton's
New Orleans, La.....Gus Mayer Co.
Ogden, Utah.....Fred. M. Nye Co.
Oklahoma City, Okla.
Al Rosenthal's, Inc.
Parkersburg, W. Va...J. S. Broida, Inc.
Peoria, Ill.....Block & Kuhl Co.
Philadelphia, Pa.....John Wanamaker
Pittsburgh, Pa.....Kaufmann's
Portland, Ore.....Nicholas Ungar, Inc.
Rochester, N. Y.....Jewett Inc.
Salt Lake City, Utah.....Raymonds
San Antonio, Texas.....Frost Bros.
San Bernardino, Cal.....The Harris Co.
San Francisco, Cal.....I. Magnin & Co.
Savannah, Ga.....Morris Levy Shop
Seattle, Wash.....I. Magnin & Co.
Sioux City, Iowa.....T. S. Martin Co.
Southport, Conn.....Guy Norman
Spokane, Wash.....The Crescent
Springfield, Ill.....Myers Bros.
Springfield, Mass.....Brigham Co.
St. Louis, Mo.....Stix, Baer & Fuller
Stockton, Cal.....The Brown House
Syracuse, N. Y.....Flah & Co.
Tampa, Fla.....Woolf Bros.
Terre Haute, Ind.....Jame-Wolf Co.
Toledo, Ohio.....Myra Janet
Tulsa, Okla.....Seidenbach's
Washington, D. C.....Julius Garfinckel
Washington, Pa.....Hal Lewis, Inc.
Westport, Conn.....The Dress Box
Wichita Falls, Texas
Perkins Timberlake Co.
Wilmington, Del.-Bird, Speakman, Inc.
Worcester, Mass.....Ulian's
York, Pa.....York Fabric Shop




# *Summer in Red*

**MOLLIE PARNIS** *chooses* **WAMSUTTA®** *cottons*

*at Bonwit Teller, all stores, Neiman-Marcus, Dallas and Houston, I. Magnin, California and Seattle,*

*and the store names listed on page 32.*




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*Summer in Red*

**WAMSUTTA MILLS**. *1430 Broadway, New York 18, N.Y. Division of* M. Lowenstein & Sons, Inc.

collector's
item

in permanently pleated
nylon tricot and
handrun Alençon lace.
Quite possibly,
the season's
most beautiful slip,
in Star White,
Aquamarine, Navy,
Pink Heather or Yellow.
Slip #1-8-78, sizes 32-38
at $49.95.

MARK SHAW

# VANITY FAIR

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# Seafaring colors in

**CHROMSPUN**

EASTMAN COLOR-LOCKED ACETATE

Flowering at the shore . . . a new color, marigold orange.
In two CALTEX OF CALIFORNIA suits
with an extra long blooming season, because the fabric is
Eastman Chromspun acetate and elasticized cotton.
And the Chromspun colors are *locked in*
against sun, sea and even chlorinated pools.
Another advantage—Chromspun dries quickly,
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"Frost Flower" at left in marigold or purple iris
with white bouclé plaid, $19.95.
"Suncup" at right in marigold or indigo, $22.95.

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EASTMAN CHEMICAL PRODUCTS, INC., SUBSIDIARY OF EASTMAN KODAK COMPANY, 260 MADISON AVENUE, NEW YORK 16

NEW FROM DuBARRY

# Pink Fire

## The pink lipstick with a heart of flame to make you look born beautiful!

You'll never guess the kindling power of this pink till you wear it! All innocence until it touches your lips then . . . pink FIRE! For this exciting lipstick from DuBarry is more than new color. It's a deep softener that *refreshes* your lips—makes them *look* younger, *feel* younger. Formulated with a precious natural moisturizer, it gives your lips the sweet freshness of a moist petal. Nothing in the world can warm your smile and keep it glowing *day and night* like Pink Fire. It makes you look born beautiful! In Moisturized Lipstick, $1.10* or continental Color Glide Lipstick, $1.25*—both long-lasting.



*Pinker than red—*
*redder than pink*
*it bursts into flame*
*on your lips!*

**DuBarry Flatter-Face,**
powder-plus-foundation. $1.50*
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PERFECT PIN-CURL PERMANENT BY DUBARRY . . . JEWELS BY VICTORIA STONE

Sailing Blues®

# — FOREVER — FOR SUMMER



*In whatever color, or whatever style you may prefer,*
*Sailing Blues are right for summer days on land or sea.*
*Among the many classical ideas, with Sailing Blues*
*nautical flavor, we picture, left to right . . .*

Sailor collar, and big sailor tie are the high points of this nautical button-fronter. Sizes 10 to 18—**$10.95**

Sailor idea to wear everywhere—button-fronter, tape trimmed, with triple anchor and star emblem. Sizes 8 to 22, 12½ to 22½; 38 to 44—**$9.95**

Sun dress, with two rows of cording and nine embroidered stars outlining the scooped neck. Back zipper. Sizes 8 to 18—**$10.95**

ALL PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES • SOLD BY GOOD STORES EVERYWHERE • MADE BY STRAUS, ROYER & STRASS, INC. • BALTIMORE, MD.



Secret of sculptured fit
throughout the fashion world *Lastex*®

an elastic yarn manufactured exclusively by

**United States Rubber**




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Doll by Madame Alexander

# Add 'Flair' to your life

Flair is for the enviably feminine woman who dresses and does things with . . . *flair*. It's a new, slightly sophisticated, lightly heady and delightfully feminine fragrance. Add Flair to your life in many forms—the perfume, from $5 (plus tax). Look for Flair at the finest perfume counters.

# 'Flair' by Yardley

Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Ave., N. Y. C.




*SLIGHTLY HIGHER ON THE WEST COAST

*Grobé* casts cotton in the role of silk-and-chiffon! Wonderful, the great scope of skirt, the dashes of dark velvet, the elegance of cotton prints by Michel Editions. Left, predominating shades of gold, green, blue or grey. About $35*. Right, black and white, navy and white. About $30*. Sizes 10 to 20. At stores listed or write Grobé Originals, Inc., 498 Seventh Avenue, New York 18, N. Y.

*Best & Co. (all stores)—New York*
*L. L. Berger Inc.—Buffalo*
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*Field-Schlick Inc.—St. Paul*
*Frost Bros.—San Antonio*
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A MAN

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*Fashion's higher, rounder look created in cloud-light, all-Dacron elastic and nylon lace. A, B, C cups. Bandeau with detachable straps, $5.95; longline, $10.00; long-torso with garters, $15.00. At all fine stores, or for nearest store, write to Bali Brassiere Co., Inc., 393 Fifth Avenue, New York 16, N. Y.*


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# MOYGASHEL®

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You'll also find Moygashel linen by the yard wherever fashion fabrics are sold.

Hamilton Adams Imports, Ltd., 10 East 39th Street, New York, N. Y.




*Connaught* . . . dressmaker slipon in blonde, lemon, pink,

light blue, ocean green about twenty-six dollars. matching doeskin flannel skirt about seventeen dollars

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Younker Bros., des moines . . . Connaught division of the Bernhard Altmann corporation, 1451 broadway, new york, n. y.

# SURPRISED...




*Suddenly—I felt beautiful and looked beautiful, when I slipped into this floating nylon ensemble delicately touched with garlands of embroidered flowers and satin streamers by Rogers. Surprisingly only $25.00. #1507 peignoir and #1807 gown in cool pastels. White, Buttercup or Petal Pink. Gown only, $12.95. Both sizes 32 to 38. At these fine stores, or for store nearest you, write to Rogers Lingerie, 500 Fifth Avenue, New York 36*

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# A blossom on a breeze couldn't be lighter / AVISCO is the reason

An airy, floating texture, yet it has a beautiful effect of dimension. AVISCO is the reason. The sheer fabric, an Avisco Original, is fashioned of Avisco acetate and rayon with nubby pure silk. Jack Horwitz Associates turns it into late-day enchantment for Juniors. About $40.

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# Do you know this woman?



She used to be
only a bookworm
whose I.Q. was high
but whose eye-cue was low.
Then she read about

PETER PAN Shapemaker♥

Now the worm has turned...
into a social butterfly,
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*SHAPEMAKER ¾ contour bra, waist-molder, and slim slip—all-inclusive, all in drip-dry blended batiste (dacron-cotton-nylon). Flower-trimmed scallop hem. Attachable straps for neckline changes; detachable garters. White. Sizes 32-38 average cup. Only 14.95*

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♥ T.M.

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Christian Dior has designed his first–his very first–collection of swimsuits! He has designed them exclusively for Cole of California. He has made them as unmistakably Dior as his great gowns. Will you be the first woman in the world to wear a swimsuit from a Dior collection? Here, the Dior drape of Laton Taffeta, with the bold stroke of pink against pink. Also blue with light blue, gold with yellow, black with grey. $39.95



the cream of the cottons belong to jolyn junior

The way to look deliciously fresh and crisp on the warmest Summer day . . . a pastel princess dress of fine Egyptian yarn dyed pima broadcloth frosted with lace and belted in back. Sun warmed shades of petal pink, azure blue, aqua and straw. Sizes 5 to 15, about $15.00 • At fine stores everywhere or write Linsk of Philadelphia, 3111 West Allegheny Avenue, Philadelphia 32, Pennsylvania.

Cole OF CALIFORNIA enchants young mermaids with Big 'N' Little Sister suits of Bates Disciplined Fabrics.

The performance of Disciplined fabric is magical... dries fast and smooth after wading or washing, travels perfectly, never loses its lustrous freshness! It's the most economical cotton you can buy for lasting good looks, easiest upkeep, longest wear, and only Bates has these fanciful prints.



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*These Cole fashions are sold only at Disneyland. (Cole is the only swimwear available at Walt Disney's "magic kingdom.") See these enchanting Cole styles in other Bates prints at fine stores everywhere.*



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**"CanCan"** *in Alice in Wonderland print. Pink or Blue. Sizes 2 to 6, $6.95. Sizes 7 to 14, $7.95.*

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Bates® DISCIPLINED® FABRIC

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*Catalina* shapes perfectionist beach-mates in *artful* Signature fabrics. Designed by celebrated artists, these enchanting originals are transposed by Lowenstein from painters' canvas to luxurious silky-smooth "Sanforized" cottons. Catalina "Sweethearts in Swimwear" fashions in "Imperial Seal," by Laura Jean Allen. Hers, about $16, sizes 34 to 42. His trunks, about $6; shirt, about $7. Sizes small, medium and large. Available at these and other fine stores:

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Signature Fabrics also available by the yard at better fabric counters • M. Lowenstein & Sons, Inc., 1430 Broadway, New York 18, N. Y.

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Signature THE SOFT FABRICS

Original designs by members of ASSOCIATED AMERICAN ARTISTS

*Signature Fashions recommended by B·O·A·C Travel Fashion Counselor. Photographed at Half Moon Hotel, Montego Bay, Jamaica, B.W.I.*

*Hat by William J*

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COTTON PIQUÉ, ABOUT $40. AT LORD & TAYLOR, BURDINE'S, NEIMAN-MARCUS OR WRITE SPORTSMAKER, INC., 498 SEVENTH AVENUE, NEW YORK 18, N.Y.

**lord of all you survey** . . . that's the heady assurance, the champagne-in-blood excitement you feel when you go formal. It's a feeling born of an elegant past . . . a feeling that is definitely a part of today's richer living. It's a feeling that is yours the moment you slip into an "After Six" summer formal of imported Como Silk Shantung. The nub textured fabric and the slim-trim styling have an air that hint suavely of the good things of life. (Silks, Rayons and Dacron Blends $26.95 to $75.00 — frosty white and Parfait Colors.) *Prices slightly higher west of the Rockies & Canada.*

After Six
BY RUDOFKER

*Write for Free Dress Chart and informative booklet by* BERT BACHARACH *foremost authority on men's fashions,* RUDO SUMRWEAR, INC., PHILA. *3,* PA



# THE RED RED RASPBERRY

*(Continued from page 32)*

be fruit rich in sugar and savour.

But for heaven's sake, let's get on to the eating of raspberries. The best way to do this is to walk out in a raspberry patch early on a clear June morning, brush aside the concealing foliage, and pick a full handful of the luscious ripe fruit. Tilt the head far back, open the mouth wide and drop the whole handful into it. Oh happy moment, unsurpassed in a lifetime of fine eating. He who has thus eaten red raspberries has a little treasure of memory.

For the underprivileged who have no June sunshine or raspberry patch and must buy their berries in the market, the hand-to-mouth method is out. There's no *esprit, élan,* or zing about eating from the hand in a proper dining room. Instead, give the berries the finest crystal dish, touch them lightly with powdered sugar, and, if you must, add a ripple of rich cream, either sweet or sour. Or, add a few drops—too much turns the berries oddly bitter—of a pure *Eau de Vie de Framboise*, not the syrup or sweet liqueur, but the distilled white brandy.

If the market berries have lost their pristine freshness, then they may figure as a pie or a tart, or a shortcake with flaky, buttery biscuit dough and whipped cream. A comparatively few berries, perhaps only one box full, will thus serve six or eight. Muffins with raspberries (à la blueberry muffins) are superb. Crushed fruit may be salvaged in preserves and jams, but very ripe raspberries won't make jelly—their juice simply hasn't enough pectin to jell properly, and must be combined with the juice of red currants, or with commercial gelatins. Only raspberries picked an instant before they reach full ripeness will jell by themselves.

It is a crime to put red raspberries with other fruits in a fruit cup or salad. Anyone who jumbles pineapple, orange, banana, and raspberries, and slathers the mix with mayonnaise, should be condemned never again to taste a raspberry undefiled. A hard penalty—but justice must be done this most wonderful fruit. Take your raspberries straight, and enjoy them as they deserve, honouring those noble artists of horticulture who have ensured us months instead of weeks of enjoyment!



## These are the opticians important to you and your good looks:

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Superior Optical Co.....*Los Angeles & vicinity*
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J. C. Williams.....*Toronto*

CONNECTICUT
The Harvey & Lewis Co.....*Hartford, New Britain*
Keenan-Russell & Moore, Inc...*Norwalk, Westport*

DELAWARE
Baynard Optical Co.....*Wilmington*

DISTRICT OF COLUMBIA
Hill, Nicholson & Oldt
*Washington, Rockville, (Md.)*
Medical Center Opticians.....*Washington*
Teunis Opticians....*Washington, Bethesda, (Md.)*

FLORIDA
White's Opticians.....*Daytona Beach*
Goodwill Prescription Opticians
*Fort Lauderdale, North Miami*
E. Richard Villavecchia.....*Hollywood*
Abernathy-Fisher, Inc.....*Jacksonville, Five Points*
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*West Palm Beach*

ILLINOIS
Almer Coe & Co.....*Chicago & Evanston*

MARYLAND
Bowen & King, Inc.....*Baltimore, Easton*

MASSACHUSETTS
Montgomery-Frost Co.....*Boston & vicinity*

MISSOURI
The Albert Aloe Co.....*St. Louis, Clayton*
Erker Bros. Optical Co.....*St. Louis, Clayton*

NEW JERSEY
Anspach Bros.....*East Orange, Summit*
H. C. Deuchler.....*East Orange, Summit*
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Zell Bros.....*Portland*

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J. E. Limeburner Co.....*Philadelphia & vicinity*
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Western Optical Dispensary, Inc...*Seattle, Renton*
Prescription Optical Co.....*Tacoma & branches*

*Have your eyes examined regularly for better vision, better health. And now's the time to have your prescription sun glasses made.*

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He's important to you and your good looks. He sells the most important fashion accessory you can wear. Because he knows fashion, he guides you in the choice of the correct eyeglass frames for you. Of course we're talking about your optician. And typical of the glamorous frames he'll show you is Mayfair. Available in a spectrum of wonderful colors, Mayfair calls attention to your eyes as no amount of make-up can. May we suggest you buy several different frames, then you can be sure you always see the world—and the world sees you—at your prettiest.



# Exquisite Form gives you X* APPEAL

(X = GLAMOUR PLUS COMFORT)

## Worth pawning jewels for... HI-LOW WITCHERY with gentle touch Ribbon Wire

Diamonds notwithstanding . . . your best, best friend is Hi-Low Witchery. It moulds you, holds you in the most alluring glamour curves; gives you X* appeal from dawning to yawning!



The fabulous, exclusive Ribbon Wire is light as a feather, flexible as a willow, lies comfortably flat under each cup. Can't mark your fair, fair skin like old-fashioned round wire. And Hi-Low Witchery spares you the unkindest cut of all; there's *no* connecting wire at the Divide, to cut or dig . . . each cup is individually Ribbon-Wired. Try this gem of a bra soon; it's worth a fortune to your figure.

A, B, C *and* D cups in bandeau and longline styles. White or black nylon lace bandeau, *$5*.
White or black embroidered cotton bandeau, ***$3.50.*** D cups slightly higher.

*Exquisite Form*

*brassieres give you X* appeal*

†T.M. Reg.

At your favorite store, or write Dept. V-3, Exquisite Form Brassiere, Inc., 159 Madison Avenue, New York City for store nearest you.

# GALANOS



M&W THOMAS *Cottons*



*Kane Weill* **Summer's clad in plaid!** Kane-Weill's Town Dress of Cotton and Bemberg*. Plaid's merry face in a dewy-cool dress for late afternoon and evening. A softly pleated, zippered step-in with deep-collared open neckline, black organza bow. Yellow with black, blue with navy, white with black. Sizes 10 to 18. **$39.95**

Bemberg®

**Bonwit Teller**—New York and all stores • **Julius Garfinckel & Company**—Washington, D. C. • **Neiman-Marcus Company**—Dallas, Tex.
**I. Magnin & Company**—California and Seattle, Wash. • **Henry Harris**—Cincinnati, O. • **Montaldo's**—all stores.

*rayon

For name of store nearest you write to: **American Bemberg** • Main Office: 261 Fifth Avenue, New York 16, N. Y. • Plant: Elizabethton, Tennessee






# So many things to select for a wedding

First, of course, is the husband. Then, in rapid order, the kind of wedding and where it will be performed. The trousseau. The bridesmaids. What they will wear. A place for a honeymoon. And, of course, *the silver service* that will grace the new home.

In most of your selections, you're safe in following tradition. And, so far as your silver is concerned, you will find that tradition points inevitably to Gorham Sterling.

Since 1831, more brides have chosen Gorham than any other make. And for good reason. Not only are there more Gorham patterns to choose from—but, in Gorham, your sterling silver service can be matched or added to even years and years later.

Backed by 125 years of tradition, the name "Gorham" today stands for the *finest* in solid silver. Yet owning Gorham is not as expensive as you might think.

A complete place setting—knife, fork, spoon, soup spoon, spreader and salad fork—comes for as little as $29.75*. Settings for 8 in an attractive wood chest start as low as $238*. Most authorized jewelry and department stores have convenient budget plans that give you as long as a year to pay. Start her new life by letting her live with the best —Gorham Sterling.



**A Gorham Exclusive...** made from a seamless sterling tube, the Gorham knife handle will resist denting if accidentally dropped. It is completely watertight—there are no seams to open or discolor. Washing in the hottest water will not loosen the blade.

*Gorham* STERLING

*America's Leading Silversmiths Since 1831*

*125th Anniversary*

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Ladies' watches in platinum, sparkling with the radiance of full cut diamonds — or in classic gold design; men's models unsurpassed in dignity or in precision.

Platinum Diamond bracelet watch $3,350.

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Self-winding, duo-directional rotor; water-resistant
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*for those whose moments are precious*

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**For jeweler nearest you, write: MOVADO, 610 Fifth Ave., N. Y.**

# Bloomer girl—

1956 version



Right side up:
the dress and matching
bloomers you'll see
head-over-heels
on page 150.
Pink and white
checked seersucker,
pretty and
effortless, with
white patch pockets
pleated to stay.
By Johnston of Dallas.
Sizes 7 to 10.
About $10. Best's;
Hutzler's; Neiman-
Marcus; I. Magnin.

---

In two weeks—May 15—

VOGUE'S

BEAUTY ISSUE

will be on the newsstands

with news of

WHAT CAN

MAKE YOU

BEAUTIFUL

# find Acrilan dresses by David Crystal

at these fine stores:

Ardmore, Pa.....Dorothy R. Bullitt
Bay City, Mich.....Mary K. Studio
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Margaret Bowron Town & Country
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Bloomington, Ill.....Paul Anderson Inc.
Burlington, N. C.....Kirkmans
Carmel, Calif.....Cinderella Shop
Chester, Pa.....Town Shop
Chestnut Hill, Pa.....Dorothy R. Bullitt
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Dallas, Texas.....Neiman Marcus
Daytona Beach, Fla.....Susan & Katinka
Denver, Colo.....Gano-Downs
Evanston, Ill.....Bramson's
Evergreen Plaza, Ill.....Bramson's
Flint, Mich.....Christie Shop
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Houston, Texas.....Neiman Marcus
Joliet, Ill.....Anderson's
Kankakee, Ill.....Roger's
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Lock Haven, Pa.....Bride & Formal
Locust Valley, L. I., N. Y...Marie Bourke
Los Angeles, Calif.....I. Magnin
Louisville, Ky.....Jenny Lind Jr.
Lubbock, Tex.....Hamphill-Wells
Midland, Mich.....Callighan's
Minneapolis, Minn.....The Dayton Co.
Modesto, Calif.....Lee's
New York, N. Y.....Lord & Taylor
Oakland, Calif.....I. Magnin
Oak Park, Ill.....Bramson's
Ocean City, Md.....Garland Lace
Paducah, Ky.....Irvin S. Cobb Shop
Palo Alto, Calif.....Phelps-Terkel
Paris, France.....Galeries Lafayette
Pasadena, Calif.....I. Magnin
Philadelphia, Pa.....Macey Bowman
Reno, Nev.....Hattons
Richmond, Va.....Clares
Ridgewood, N. J.....Jenny Banta
Sacramento, Calif.....I. Magnin
Salina, Kans.....Shelton's
Salisbury, Md.....Benjamin's
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Santa Barbara, Calif.....I. Magnin
Seattle, Wash.....I. Magnin
So. Orange, N. J.....Gemini
St. Louis, Mo.....Madeline Et Cie
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Town & Country Tweeds
Winter Park, Fla.....Eve Proctor
Worcester, Mass.....Richard Healy Co.

Both styles shown available in sizes **10-18**, in beige, blue, pink, yellow, coral (orange). *Fabric*, a blend of 75% Acrilan, 25% silk. Either dress, about.....**$35.**

## DAVID CRYSTAL

498 Seventh Ave., N. Y. 18, N. Y.



the pampered
side of you
loves the way
they feel

the practical
side of you
loves the way
they wash

Torn between the dress that's pretty and the dress that's practical? Relax... these dresses are *both!* The fabric's a fashion in itself... a blend of Acrilan and silk that's rich, nubby, decidedly dramatic. Yet it's hand-washable, fast-drying, needs little if any ironing... stays bright, shapely, fresh as the first breath of summer! These coatless days when clothes seem to live at the cleaner's, keep yours in action. Get David Crystal fashions made with Acrilan acrylic fiber.



# Acrilan-and-silk dresses by David Crystal

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ACRYLIC FIBER BY CHEMSTRAND

AT LORD & TAYLOR, NEW YORK • I. MAGNIN & CO., CALIFORNIA & SEATTLE • JULIUS GARFINCKEL & CO., WASHINGTON, D.C. • FOR OTHER FINE STORES SEE OPPOSITE PAGE

THE CHEMSTRAND CORPORATION, 350 Fifth Ave., New York 1 • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND® NYLON—Pensacola, Fla

# Munsingwear®



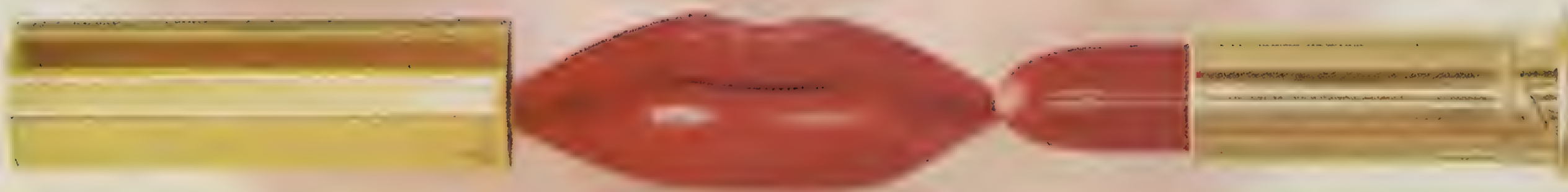
"WHITE SUGAR"...
A BEDTIME SWEET
OF CAREFREE
NYLON TRICOT

Just one of the lighthearted love songs in lingerie created by Munsingwear...brief gown 'n' panties—$8.95

BLUMENFELD

based on his make-up research for color TV

# Max Factor creates a new kind of lipstick



new! the color won't come off until you take it off!

new! no waiting for it to set! no blotting!

new! it never, never dries your lips!

new! the brilliant beauty of high fidelity colors!

## Max Factor's hi-fi Lipstick

**IT BRINGS BRILLIANT NEW BEAUTY** to your lips . . . because Hi-Fi does for lipstick color what high fidelity does for music . . . creates a whole new scale of clear, brilliant tones *never possible before.*

**THIS BRILLIANT BEAUTY WON'T COME OFF** until you're ready to *take* it off! For Hi-Fi is an altogether *new kind* of lipstick, radiant with color that stays on beautifully not just 24 hours, but even *longer.*

**NO 20-MINUTE WAIT FOR IT TO SET!** *No blotting.* From the moment you apply Hi-Fi, your lips are *ready.*

**HI-FI IS NON-DRYING.** *Does not draw the lips.* Creamy-fine, it caresses your lips with appealing smoothness, gives a fresh deliciously moist feeling you will *love.*

**HI-FI IS NON-GREASY** . . . glides on cleanly, with delicate precision, and stays *put.* Hi-Fi is non-waxy, feels perfectly natural on your lips.

**IT ALL BEGAN WITH COLOR TELEVISION.** Under the powerful lights, existing lipsticks dried out. Colors faded away. So the great TV studios turned to Max Factor for a *new kind* of lipstick.

Max Factor answered with Hi-Fi. It brings brilliant beauty to your lips, *set to stay night and day* the moment you apply it! 9 high fidelity shades—*all new!* Get yours *today.* Max Factor's Hi-Fi Lipstick, $1.25 plus tax.

the dream lipstick only Max Factor could make come true • now available to the public for the first time




PHOTOGRAPHED ABOARD THE SWEDISH AMERICAN LINER, THE M. S. KUNGSHOLM.

she's wearing a **sarong**

## the criss-cross girdle that walks and won't ride up

It's completely different. And you'll feel the difference immediately—all through the day!
Only Sarong's unique, patented criss-cross feature lets you walk, bend and sit with wonderful freedom.
Never, never rides up! Because of its exclusive construction, Sarong actually lifts and flattens
your tummy comfortably. Try a lightweight, boneless Sarong. See how different you look
and feel. See how Sarong slims you into fashion's glamorous new lines.
Sarong girdles are priced from $7.95 at better stores everywhere.

*Illustrated: #79—
Lightweight two-way
stretch nylon girdle,
2"collar. Size 24-30.
White, $7.95.*



**sarong**
the patented girdle
with the criss-cross front

Sarong® SARONG, INC., 200 MADISON AVENUE, NEW YORK 16, N. Y. IN CANADA: SARONG GIRDLES BY DOMINION CORSET CO., LTD.
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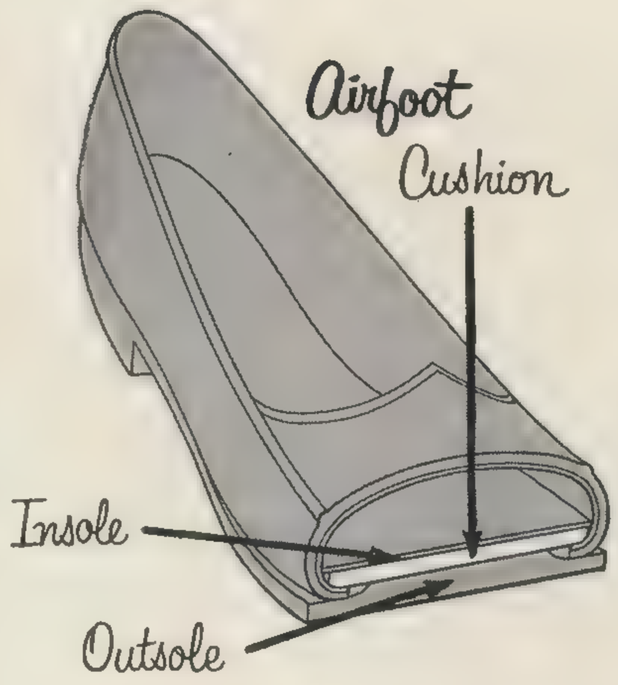
# Aunt Fanny wouldn't believe it!

Remember Aunt Fanny's "sensible" shoes?
They sparked no admiring glances.

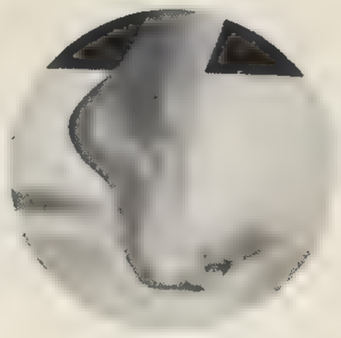
She wouldn't believe that today, even the most glamorous style can pamper feet outrageously—lift drooping spirits right off the ground!

The reason is AIRFOOT, the *only* foam rubber cushioning designed specifically for footwear. Built right in when the shoe is made, AIRFOOT is lavishly luxurious, uniquely light and airy—adds no bulk, increases no size.

To get it in your best loved styles, simply ask "WHAT'S INSIDE?"—and insist on AIRFOOT for your answer! Goodyear, Airfoam Dept., Akron 16, Ohio.




*The scientifically balanced density of* AIRFOOT *achieves super-cushioning in minimum space. You enjoy infinitely greater comfort without sacrifice of smartness.*



Airfoot MADE ONLY BY GOODYEAR

The only foam rubber cushioning designed specifically for footwear

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Seamless

# HUMMING BIRD'S REALLY GET AROUND !

The scene: Anywhere in the world of fashion.

The time: Whenever elegant people congregate.

The stockings: Humming Birds, of course! In this case, Humming Birds new seamless Blooming Beauties, the delectable wisps of color just making their debut on the fashion scene.

And already getting around to all the best places.

Humming Bird

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BIANCHINI BATISTE . . . ABOUT $70

AVAILABLE FOR YOU IN FINE STORES THE COUNTRY OVER . . . OR WRITE HELGA, 722 S. LOS ANGELES ST., LOS ANGELES 14, CALIFORNIA

# Backstage...

Where Summer Fashion Successes Start



**Life**
by
**formfit**

Under the not-so-fitted sheath, wear Skippies Pantie No. 854 in light elastic . . . paneled front and back. White, Sunrise Pink, Alpine Blue, Dawn Black. Also available as Girdle No. 954—$7.50. Shown with matching "Life Romance" Strapless Bra No. 382 in embroidered Nylon. Wired underbust and new "cuddle-stay"—$5.95

Carefully controlled top over a swirl of skirt . . . the heart of femininity for gaytime. For the all-of-a-line look, you depend on "Life Romance" long-torso Brassaliere No. 373. Uplift circle-stitched into the cup with fabulous "Nylo-Braid." Wired underbust and gentle-shaping "cuddle-stay" for secure allure. Cool cotton—$12.50

THE FORMFIT COMPANY • CHICAGO •

# Formfit does the figuring

The deft touch of the designer becomes a stroke of sheer genius . . . with the right underline. And every outfit you own takes on a new aura of beauty with Formfit as the underlying influence. Choose from Formfit's figure-flattering array of underfashions at your favorite store.



Active clothes demand comfortable control . . . like Skippies Pantie No. 859. Light elastic feels like a powder puff next to you. Dipped-top front—$8.95. Also available as Girdle No. 959—$7.95. "Life Romance" Strapless Bra No. 379 in cotton. New "cuddle-stay" for gentle shaping. A and B cups—$4.00. C and D cups—$5.00

Wear the classic suit for daytime with shape-making Skippies Pantie No. 843 in light Nylon with front and back panels. Also available as Girdle No. 943—$7.50. "Life Confidential" Strapless Bra No. 296. Thin layer of light foam rubber brings you to a perfect A, B or C cup size. Cool, fresh cotton with wired underbust—$5.00

**Skippies**
by
Formfit

NEW YORK • CANADIAN PLANT, TORONTO




TABU PERFUME $2.75 to $32.50 TABU COLOGNE $2.25 to $20.00
TABU LIPSTICK ... In 24-carat gold plated case ... $1.50

All prices plus tax

*A division of Edison Brothers Stores Inc.*

# CHANDLER'S

SHOE SALONS

*Atlanta*
*Beverly Hills*
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*the world's most beautiful shoes*
FRENCH ROOM ORIGINALS

*The iridescence of a bubble*

all its subtle illusive color captured in
the reflected glory of white iridescent patent! Summer's
newest color-touch in shoes and handbags . . . so typical
of the pace-setting fashions yours
always at Chandler's. $12.98

*She's Never Too Young to Discover*

*Cover-ups by* Celeste



*Double-duty dresses with charming jacket treatments do double-beauty all summer long. "Merry Caper"—A pristine White linen cape doffs to reveal the charming detail on the bodice of this sheer Navy dimity. 3 to 6x $12.95, 7 to 12 $14.95. "Double Bubble"—White polished cotton, bubbled with Bon Bon Pink or Turquoise dots to match its own sweet jacket. 3 to 6x $10.95, 7 to 12 $12.95. "Duette"—Jaunty pique jacket conceals suntime dress of Navy or Brown dotted Swiss sparked with pique and Venice-type embroidery. 3 to 6x $12.95, 7 to 12 $14.95. At quality-conscious stores everywhere, or write Celeste.*



*Her fashion future begins with* Celeste

*1350 Broadway, New York 18, New York*

# GOSSIPY MEMO ON TRAVEL

*An inn near Chesapeake Bay*

*A village in Spain*

*Unchanged city in Japan*

*Where to park the children abroad*

*New restaurant in London*

The Tides Inn, a rambling hotel at Irvington, Virginia, blends colonial languor with resort pleasures: a nine-hole golf course, sandy beaches, swimming pool, its own yacht, the "Sun Tan IV," for meandering up Chesapeake Bay. For the unathletic, there is rich historical pleasure in the two dozen or more great F.F.V. houses along the Northern Neck peninsula; among them, "Stratford" of the Lees; "Wakefield" of the Washingtons. Rates start at about $17 a day a person, with meals.

Ronda, rewarding for its penetrating flavour of Moorish Spain, lies forty miles inland from Málaga on the Costa del Sol. Set on a towering cliff, the village is bisected by a deep, narrow gorge. Clinging to the side of the cliff is a Moor's palace which one enters from the top, descending through its rooms to the banks of the river and the palace gardens. Other houses are built around sun-dappled courts chocked with flowers, and there are, besides, patches of Roman ruins and the oldest bull ring in Spain. At night, from small murky cafés, flamenco music. The hotel, solemnly named the Reina Victoria, stands on the cliff's edge imperiously surveying a superb view. (From the outside, it looks anachronistically like a frumpy New England seaside inn.) A car makes good sense in this part of Spain; one can land at Gibraltar, for instance, and roll leisurely up the coast. Ships of the Italian Line will transport cars from New York for $350, round trip.

Kyoto, an inland cache of Japanese art, reveals in its three thousand Buddhist and Shinto temples, shrines, and palaces, the startling contrast in Japan's design: the elaborate, shown in the famous temple, Higashi-Hongan-ji, and the controlled, shown in the Katsura Imperial Villa, its colour and line centuries old, but to the West, it is modern. A tranquil city, ringed by mountains, Kyoto was the capital for over ten isolated centuries, ending in 1869. Even World War II did not change very much its block-print cosmos of festivals, universities, and geishas, and gardens of small, improbable trees, azaleas, irises, delicately engineered brooks and pools. Up in the hills is the Miyako Hotel, a complete surprise for its tennis courts, swimming pool, and generally Occidental manners; only a few rooms have a Japanese look. Prices start at $6 a day without meals.

For parents who, while in Europe, would like to park their children safely and happily for a time, there are:

*Manoir de Bécheron*, where the Jacques Davidsons (he is the son of the sculptor, Jo Davidson) take guests "*en famille*" at their charming sixteenth-century house near Azay-le-Rideau. They have a daughter thirteen and a son six, and will look after other children for a few days. (Mrs. Davidson, who is French, takes children in an easy Gallic stride.) There are picnics and trips to neighbouring châteaux, superbly floodlighted at night. Rates, all inclusive, are $15 a day or $100 a week. Write to Mr. Davidson, Manoir de Bécheron, Saché, Indre-et-Loire, France.

*MacJennet Camps* take boys and girls from four to fourteen on Lac d'Annecy, in the French Alps. With the idea of furthering international understanding, they have many nationalities, including a group of French children on scholarships, carefully selected for their talent. The children learn each other's languages, songs, and points of view. French is the common language. The camp of red-tile-and-stone lodges, workshop, and infirmary, lies along the lake and has tennis courts, boats, canoes, and a mountain cabin for overnight trips. The surrounding Alpine country is beautiful, with glaciers, monasteries, castles, and Roman remains. Camp from July 6 to August 31 costs $450. Write James Halsey, who is president of the University of Bridgeport, 491 Park Place, Bridgeport, Conn.

*Frog Hollow* takes boys and girls, aged from twelve to sixteen, to Switzerland. In a balconied villa on Lake Maggiore near Locarno, set in terraced vineyards, life alternates between motor trips to Italy, France, Austria, and Switzerland, with staying put and swimming, sailing, playing tennis, bicycling, going on picnics, sketching and reading in the villa's own gardens. There is one counsellor to five young people, and delicious food with home-grown fruit and vegetables. Camp for two months costs $495. A spending allowance of around $30 a month is suggested. Write Mrs. John Christman, Frog Hollow Farm, Lansdale, Penn.

N. B. for London: the Cascade Restaurant in Mayfair Place, where a real waterfall tumbles vivaciously at one end, making almost as much diversion as a xylophone act. "We started off with real pebbles on the rocks," said a waiter, "but people couldn't hear themselves speak. So we got rubber ones."



Galey & Lord's new double-woven sheer adds
a third dimension to cotton . . . Adele Simpson
tailors it beautifully in an air-conditioned
Summer suit . . . accompanies it with
a checked cotton cocktail dress.

**Galey & Lord** Burlington QUALITY

1407 BROADWAY, NEW YORK 18, N.Y.

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# VOGUE'S SCHOOL & CAMP DIRECTORY

For advice: write Vogue's School Bureau, 420 Lexington Ave., N. Y. 17, or call LE 2-7500

## Travel

### SWISS HOLIDAY

Boys & Girls 12-18. Camping & travel in our own cars to Italy, France & Austria. Alternates with days of swimming, sailing, tennis, painting, photography & languages at our villa on Lake Maggiore. **Mr. & Mrs. John V. Christman, Frog Hollow Farm, Lansdale, Pa.**

## Horsemanship

### MEADOWMAR SCHOOL
OF RIDING, INC.

Courses in horsemanship for children ages 6-18. Beginners & advanced. Residential, 1 to 4 mos. & week ends. Swimming, tennis. **Mr. & Mrs. H. R. Maher, Watch Hill Road, Peekskill, N. Y. Peekskill 7-4010.**

## Summer Schools

### BURNHAM-BY-THE-SEA

Summer vacation and study for girls 13-19 on spacious Newport, R. I. estate. Music, Art, Drama, Secretarial. High school subjects. Riding, swimming, tennis. Delightful social life. **Mrs. George W. Emerson, Box 43-V, Northampton, Mass.**

### CAPE COD SECRETARIAL

Career training for college women or high school graduates. Individualized program. Special Summer Session. Placement. Informal dorm in charming Cape Cod home. Bulletin: **Mrs. Helen I. Palmer, M.A., Director, 246 Ocean St., Hyannis, Mass.**

### CROSSROADS CAMP

Fun while learning. Tutoring in all subjects for boys & girls 6-16. Remedial reading & study skills stressed. On Spectacle Lake, Groton, N.H. All land & water sports, dancing, cook-outs, trips. **M. C. Brennan, M.A., 80 Arden St., New York 40.**

### BANFF SCHOOL OF FINE ARTS
IN THE CANADIAN ROCKIES

24th Annual Session—June 18th to Sept. 8th, 1956. Painting, Music, Drama, Ballet, Handicrafts, Creative Writing, Oral French, Photography, & Interior Decoration. Write: **Director, Banff, Alberta.**

### SEARING SCHOOLS

Coed summer school on beautiful country estate near N. Y. All subjects, H.S. level. College prep. Individual classes. Swimming, sports. NYC branch coed, day, all ages. Open all year. **Dr. & Mrs. O. L. Swan, Dirs., Somers, N. Y. (NYC phone PL 5-5088.)**

### PERKIOMEN SUMMER SCHOOL

July 2-Aug. 30. College prep. Grades 7-12. English, math., languages, science, history; remedial reading. Review or earn 2 college entrance units. Intramural sports. Swimming. Country setting. **S. V. Roberts, Headmaster, Pennsburg, Penna.**

### PEDDIE SUMMER SCHOOL

Boys, grades 6-12. Monthly testing and counseling service. Remedial reading. Small classes. Accelerated program for capable scholars. Golf, tennis, gym, pool, seashore trips. 49 mi. N.Y.C. 91st yr. Catalog: **Dr. C. O. Morong, Box VS, Hightstown, N. J.**

### SANFORD & SUNNY HILLS

June 24-Aug. 18. Boys & girls. 3 summer programs: school, ages 12-18; work projects, ages 12-18; camp, ages 3-12. Riding, swimming, other sports. 180 acres. Work program includes construction, farm activities. **Nancy C. Sawin & Wm. N. Wingerd, Hockessin 1, Del.**

## Boys' & Girls' Camps

### CHAPPA CHALLA

Duxbury, Mass. Salt Water Sailing Camp for 70 boys & girls 7-15. Swimming, Sailing daily on sheltered bay. Land sports. Creative arts. Riding. Elective program. Tutoring. Cabins. Nurse. **Mr. & Mrs. J. Verity Smith, 20 Powder Point Ave., Duxbury, Mass.**

### SNIPATUIT

Forty children 4 thru 10, near Cape Cod. Balanced program of individual interests and group activities. Sailing, swimming, riding, sports, dramatics, trips, etc. Mature staff. Tutoring available. **Margaret V. Hall, 94 South Ave., New Canaan, Conn.**

### DARTMUTHE—CAPE COD

DANCE ART MUSIC THEATRE

Coed 12-20. Cape Cod Bay. Beginners & advanced. Noted staff. W'kly perf. theatre workshop, art exhibits, dance & music recitals. N. Y. interviews by appt. **Mrs. C. C. Crocker, Box 14, East Brewster, Mass.**

### ALDERKILL

Rhinebeck, N.Y. • Boys and Girls 4-13

100 acres of woods & meadows 94 mi. from NYC. Geared to needs of younger child. Excellent riding, swimming. Overnight hikes. Tennis. Nature lore. Shop. Inclusive fee.

**Mrs. M. G. Dresser, Director**
**25 Fifth Ave., N. Y., GRamercy 5-6518**

## Boys' & Girls' Camps

### HILL TOP — HILL MANOR

BOYS 5-16 — GIRLS 5-16

4 hrs. from N.Y.C. near Hancock, N.Y. On mt. lake. Daily riding. All land and water sports. Riding incl. in fee. Water skiing. Prot. & Cath. services. **V. E. Hillman, 8618-110 St., Richmond Hill, N.Y.**

### N. Y. STATE MUSIC CAMP
HARTWICK COLLEGE CAMPUS

10th year. Music, Bands, Orchestras, Choirs, Baton Twirling. Recreation, full sports. Ages: junior high thru college. June 30-Aug.11, $240. all incl. Catalog. **Dr. F. F. Swift, Hartwick College, Oneonta, N.Y.**

### APPLE HILL

Pre-revolutionary farm in the New Hampshire hills. Interest & initiative fostered in a wide range of activities. Coed 4-12. Tutoring, music, languages. **Dirs.: Wendy Robinson & Beverley Kalitinsky, 532-R Berkeley Ave., Orange, N. J. OR 3-6989.**

### CAMP RED FOX

Boys & girls 5-15, at Newfound Lake, N. H. Campers enjoy an ideal summer. Experienced staff. All land & water sports. Campcraft. Health record. Also coed boarding school in Mass. **Katharine Bartlett & Mary Harriman Drexler, Box V, Deerfield, Mass.**

### CAMP BALDY

30 boys & girls 7-14. Excellent instruction. Archery, crafts, swimming, fishing, woodlore, aquaplaning, etc. Individual programs. No tension. Lots of fun. Attractive cabins. Hot showers. Catalog. **Mrs. Ellen T. Baldwin, East Eddington 1, Maine**

### MILBROOK-IN-MAINE

For boys and girls 5-18. 4 age groups. All camp activities. Riding, Sailing, Trips. 100 acres in Maine. Gardening & building projects. 9 wks. Also California & Canadian trips. Pre & Post Season. **Mrs. J. V. Adkins, Phillips Exeter Academy, Exeter, N. H.**

### INDIAN ACRES-FOREST ACRES

Separate camps 2 mi. apart in the White Mts. 32 years of Nation-wide Prestige. All sports & arts. Finest facilities. Golf, trips, riding & ranchlife. "Teen-age Colony." **Dr. & Mrs. A. Krasker, Dir., 1100 Park Avenue, New York 28. TR 6-5861.**

### VALLEY AND A2Z RANCHES

Limited group of young people accepted for July Pack Trip at Valley; "Range Riders" at A2Z. Supervision. References exchanged. Personal interviews at 346 Madison Ave., N. Y. C. (Brooks Bros.) **Larry Larom, Valley, Wyo.**

### QUARTER CIRCLE V BAR

Spend the summer on a 40,000 acre Western cattle ranch. Daily riding. Roundups, rodeos, all sports. Swimming pool, crafts. Caravan trip thru scenic Southwest. Cool, dry climate. Coed—ages 9-17. Winter School. **Charles G. Orme, Jr., Director, Mayer, Arizona.**

### FENSTER RANCH CAMP

Thrilling western ranch camp for boys & girls, 6-16. Mexican & mountain trips, desert camping. Private stables, swimming pool. Optional trips to Grand Canyon, Disneyland. Winter School Session. Catalog. **Mr. G. W. Fenster, Director, Tucson, Arizona.**

### MONTECITO-SEQUOIA CAMPS

California. Mts. for Boys. Ocean for Girls. Pools, horses, trampoline, riflery. Boys: fishing, pack trips. Girls: sailing, aquaplaning, horse show. Ages 9-16. Same mgt. Montecito School. **Homer V. Barnes, 300 Hot Springs Rd., Santa Barbara, California.**

## Boys' Camps

### WANDERLUST
TROUT FISHING CAMP

Canoe trip thru Maine Woods along the Allagash. Boys 12-18. Hiking, swimming, trout fishing, wild game photography. 26th year. 5 & 7 week terms. **Wesley Herrick, Box 12, Henniker, New Hampshire.**

### KEEWAYDIN CANOE TRIPS

1893. Lake Temagami, Ontario. Boys 10-18. Native guides. Adventurous camping, excellent fishing. Tennis, baseball, sailing, shooting, other base camp activities between trips. Adult camp nearby. Catalog. **Howard V. Chivers, Hanover, N. H.**

### IDLEWILD — THE OLDEST PRIVATE CAMP

Lake Winnipesaukee, N. H. Est. 1891. For boys—3 divisions. 8 weeks $435. No extras. Riding. Sailing, canoe, mountain trips. Golf, riflery, archery, speedboat, water skiing, music, tutoring. Mature staff. Doctor, nurse. Cabins. Booklet. **Mr. and Mrs. L. D. Roys, 336 Otis St., W. Newton 65, Mass.**



## Boys' Camps

### NAME-QUOIT—CAPE COD

On salt-water bay, fresh-water lake. Orleans, Mass. 75 boys, 7-16; 3 age groups. Swimming, sailing, canoeing. Tennis, golf, riding, riflery, baseball. Educational trips. Mature staff. Tutoring. Catalog. **A. G. Farnham, 41 Neperan Rd., Tarrytown, N.Y.**

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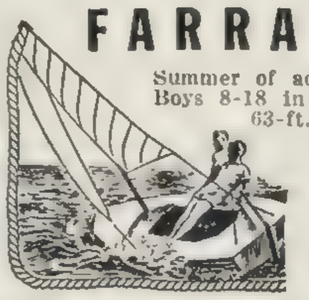
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## Girls' Camps

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## Girls' Camps

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## Girls' Schools

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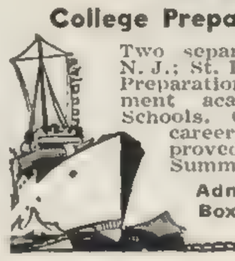
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Attractive, qualified girls prepared for careers as fashion or photographic models. Selective acceptance standards. Free use of Barbizon Agency. Residence service. Request catalogue A. **Helen Fraser, Director, 576 Fifth Avenue, New York 19, N. Y.**

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Merchandising, promotion, personnel, fashion copy display. Thorough 2-year course for college age girls. Training in Boston stores. Residence clubs. **Muriel V. Cox, 90 Marlborough St., Boston 16, Mass.**

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Write Registrar, Rm. 205. Intensive 1 year course Fashion Merchandising incl. Buying, Modeling, Selling in stores Saturday with pay. Attractive dormitory for girls. (No connection with Vogue Magazine.)

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FLORIDA'S CAREER SCHOOL

Retailing
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A.B.S. and B.B.S. degrees. Complete training in Retailing: store organization; personnel, salesmanship; advertising, display, mdsg., textiles, fashion. Two-year work-study plan. Field trips to N.Y.C., Miami. Also Sec'l & Bus. Management. Small classes. Sports. Lakeside campus, dormitories. Founded 1927. **Catalog. Mrs. H. V. Watson, Pres., Babson Park, Fla.**

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### MOON SECRETARIAL SCHOOL

All subjects. Courses 8 weeks to 2 years. H.S. graduates. Special course for college women. Individual attention. Start any Monday. Placement service. 56th yr. Catalog V. **Mrs. Wm. T. Moon, 521 Fifth Ave., New York City 17. MU 2-1820.**

### WOOD SECRETARIAL SCHOOL

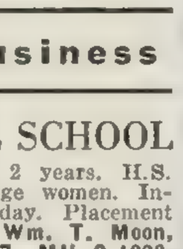
Courses for H.S., Private School grads and College women. Accredited by State Education Dept. Guidance, placement service. Dorm. 77th year. Enroll now for July or Sept. Catalog. **Registrar, 125 Park Ave., (100 E. 42 St. opp. Gr. Central), N. Y. 17. OX 7-1290.**

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Outstanding training for high school and private school graduates. Special course for college women. Resident facilities. Catalog: Associate Principal.

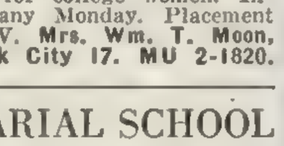
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Prepare for jobs with prestige! 1, 2-year courses. Distinguished faculty. Guidance, placement serv. Catalog. Write Asst. to Director.

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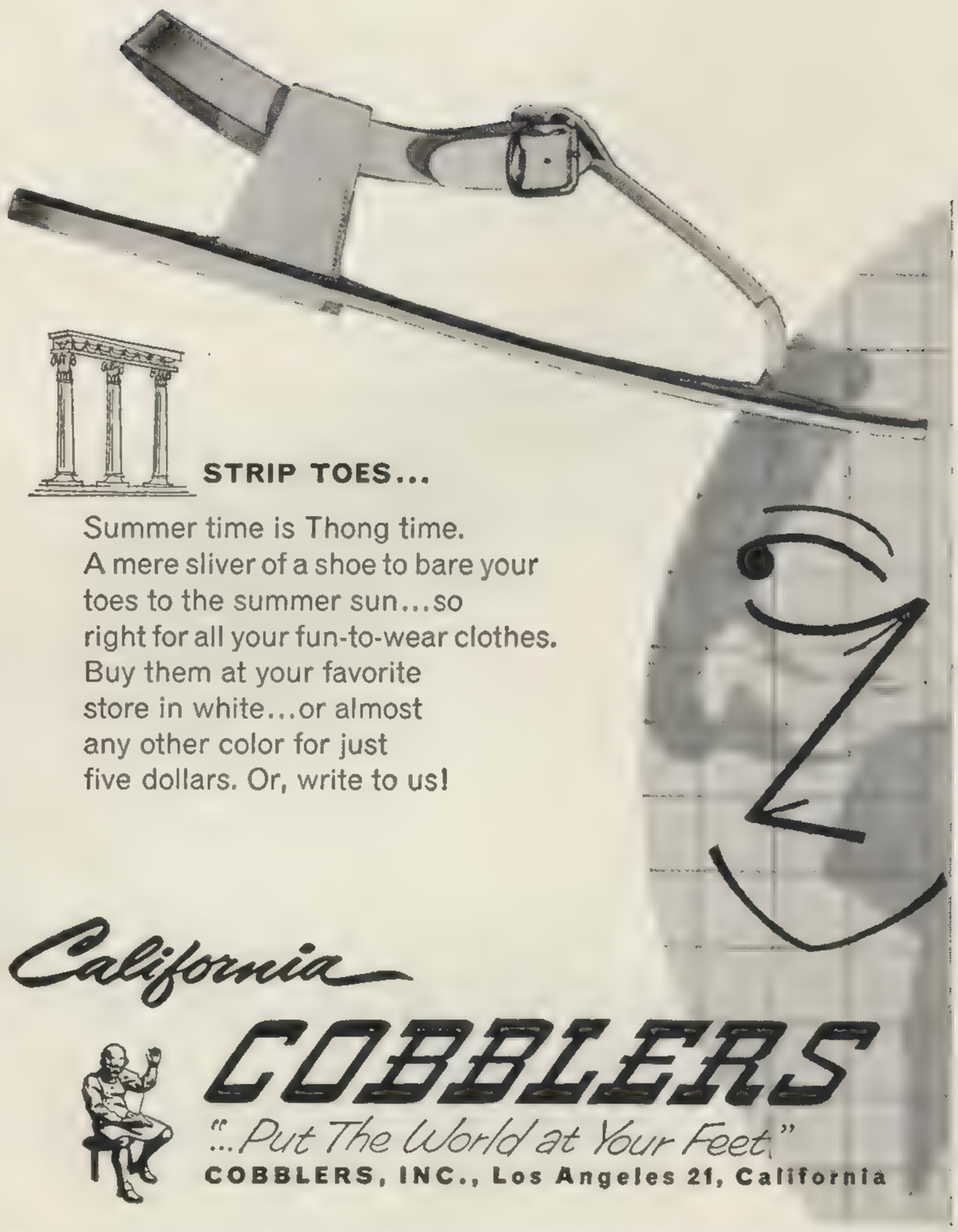
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### Come to Fisher JUNIOR COLLEGE

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118 Beacon St., Boston 16, Mass.







## The Gantner swim suit in the Celanese advertisement on page 27 are at all these stores

Anniston, Ala.....Coleman's Inc.
Arlington, Va.....Casual Corner
Asheville, N. C.....Winner's
Athens, Ohio.....Logan's
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Burley, Idaho.....Van Engelen's
Caldwell, Idaho.....Van Engelen's
Charleston, S. C....Nell Baxter's Dress Shop
Charleston, W. Va.....The Fashion Shop
Columbia, S. C.....Caldwell's Dress Shop
Columbia, Tenn.....Kaufman's
Danville, Ill.....Kay's
Dexter, Mo.....Ladies' Toggery
Duncan, Okla.....Jeanne's Style Shop
Easton, Pa.....Orr's of Easton
Erie, Pa.....P. A. Meyer & Sons
Fitchburg, Mass.....Rogers
Fond du Lac, Wis.
The O'Brien Dry Goods Co.
Frankfort, Ky.....Katherine Shoppe
Galesburg, Ill.....The New Sparks Shop
Gastonia, N. C.....Cohen's
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Greenville, N. C.....Blount-Harvey Co.
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Klamath Falls, Oregon.....Whytal's
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Long Beach, Calif.....The Sport Bar
Macon, Ga.....Mildred Johns
Malden, Mo.....Mildred's Dress Shop
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Modesto, Calif.....Dee Ann
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The Beachcomber Shop
Oakland, Calif.....Goldman's
Oklahoma City, Okla.....Lea & Lynn Shoppe
Oklahoma City, Okla.....Pat's
Palo Alto, Calif.....The Clothes Closet
Panama City, Fla.....Long Beach Resort
Pensacola, Fla.....Rita's Shop Inc.
Phoenix, Ariz..Unique, Distinctive Fashions
Raleigh, N. C.....Virginia Crabtree, Inc.
Reno, Nev.....Wonder Shop
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Silver Springs, Fla.....The Swim Shop
So. Miami, Fla.....Town & Ranch Togs
Spartanburg, S. C.....The Smith Shop
Tomahawk, Wis.....Deerskin Corral
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Waycross, Ga.....Jacobson's
West Chester, Pa.....Jane Chalfont Shop
Winter Garden, Fla...Mozelle's Fashion Fair
Yuma, Ariz.....The Emporium

# Vogue's Travelog

## A DIRECTORY OF FINE HOTELS AND RESORTS

WRITE FOR RESERVATIONS TO THESE—"AS SEEN IN VOGUE"

### ARIZONA

PATAGONIA

**Circle Z Ranch.** South of Tucson in scenic Border country. Ideal climate. Superb riding. Swimming, tennis. Children welcome. Brochure on request.

### ARKANSAS

HOT SPRINGS NATIONAL PARK



Arlington Hotel & Baths

Occupational fatigue, arthritis and high blood pressure yield to the magic touch of these supreme radio-active waters in our complete Bathhouse right in hotel. Go direct from your room in robe and slippers. Golf, riding, night spots. Lake and stream fishing. Excellent cuisine. Social diversion. For folder and rates address R. E. McEachin, General Manager.

### COLORADO

GRANBY

**Shadow Mountain Ranch.** Completely modern. Fishing, riding, entertainment. Delicious food. Write for folder, rates. Norman Wilson, Owner.

GRANT, PARK COUNTY

**Tumbling River Ranch**—A luxurious dude ranch. Magnificent scenery, many ranch activities & warm Western welcome await you. Reasonable rates.

### CONNECTICUT

MIDDLEFIELD 10 (ON LAKE BESECK)

**Happy Acres.** Informal mountain-lake resort for young marrieds & singles. Sandy beach, pool, all sports, dancing. Duncan Hines recommended.

### GEORGIA

SAINT SIMONS ISLAND

**King & Prince Hotel.** Year 'round resort. E.P., directly on ocean, pvt. beach & pool; dancing, fishing, riding, golf. Near Brunswick, Georgia.

### MAINE

BELGRADE LAKES

**Belgrade Hotel & Cottages.** Modern. Private golf, lake front. Fishing, sports & social activities. Rooms $5-$11 a day. Popular priced meals.

BETHEL

**Bethel Inn.** Exceptional. Finest cuisine. Own 9-hole golf course, tennis. Private Beach Club. American plan. Early June to Mid-Oct. Bethel 15.

CAMDEN

**Whitehall Inn.** Distinctive inn in seacoast village. Golf, Boating. Active summer community. Rec. by Duncan Hines. June 27-Sept. 10.

GREENVILLE JUNCTION

**Squaw Mountain Inn.** A beautiful estate on Moosehead Lake. Pvt. golf course. All water sports. June into Sept. No Hay Fever. Excellent food.

ISLE AU HAUT

**Point Lookout Club.** With cottages; an excellent place for children of all ages. Address inquiry P.O. Box 1422, Boston, Massachusetts.

KENNEBUNK BEACH

**The Narragansett by-the-Sea.** On beautiful, sandy beach. All Sports. Lawn Luncheons. Delicious Maine meals with lobsters, sea food. Write Box 82.

## Bermuda, a floating garden

Like a beflowered ship at sea, Bermuda lies far out in the Atlantic, lashed by waves and cooled by winds under a warm sun. It is at its best in summer, twinkling with pretty pastel houses and chalk-white roofs, inland waterways, country churches made of coral stone; dozens of rocky inlets with white beaches (skin divers around the reefs find brilliant-coloured fish) and everywhere the bright hibiscus, oleander, and bougainvillaea. There seems to be a tennis court to an acre; there are several top golf courses; the deep sea fishing is excellent; and there is plenty of sailing. Boats are for hire, sailing races are twice a week, and this year, there is the famous biennial Bermuda Race from Newport, R. I.

A British colony, the island resembles a sunny Britain—its bobbies in domed hats, afternoon tea, crisp English accents, weekly cricket matches, and shops full of Scottish tweeds, cashmere sweaters, Wedgwood and Spode china, and Batsford books. The places to stay include streamlined hotels, family-life guest houses, elegant clubs, and cosy cottages-by-the-week.

### MAINE

KENNEBUNKPORT

**The Colony.** On ocean, pvt. beach. Recreation program, bar, dancing nightly. Near 2 Golf courses, tennis, fishing, churches. Geo. C. Boughton, Pres.

**The Seacrest.** Intimately sized, superbly located, enchantingly different. Ocean at windows. Famous resort, all activities. Fine food. Box 251.

OGUNQUIT

**Ogunquit.** Famous summer vacation center. Smooth, uncrowded beaches, numerous activities. For folder write Publicity Bureau, Ogunquit 14, Maine.

ROCKWOOD (MOOSEHEAD LAKE)

**The Birches.** Distinctive cabin resort. Luxurious comfort in primitive setting. Sports, social activities, famous cuisine. Owner Oz Fahey, Tel. 2151.

YORK HARBOR

**The Marshall House—The Emerson.** Outstanding seacoast hotels. All Sports. Beach Club buffets, clambakes. Nightly entertainment. Superb food.

### MASSACHUSETTS

EDGARTOWN




Harborside Inn

Old New England mood is combined with modern convenience at Inn and famous Captain's Houses on picturesque Martha's Vineyard Island. Enjoy sailboat fleet, deep sea fishing, all other sports. Modern Boathouse Bar, breathtaking Seaside Gardens, bright, well-appointed rooms. Dancing nightly. Terrace Dining Room is Island's favorite for superlative food. Write for Color Booklet V2, Harborside Inn, Edgartown, Mass.

### MASSACHUSETTS

ANNISQUAM (GLOUCESTER)

**Annisquam Inn.** Small, gracious. Glorious view, pvt. sandy beach, boat trips, fishing, artist colonies. Mid-June—mid-Sept. From $64 a week A. P.

EAST NORTHFIELD

**The Northfield.** Your favorite sport on our 250 acre estate. Perfect comfort, good food, informal social program. Open all year. Picture folder.

NANTUCKET

**Harbor House.** Nantucket's only European plan hotel. Superior modern accommodations. Telephone Nantucket 1500 or in New York: MU 2-4300.

**Nantucket Island.** Romantic, picturesque. Swimming-water av. 72°. Sports, relaxation. For free folder write Information Service, Nantucket 5.

OSTERVILLE 9 (CAPE COD)

**East Bay Lodge.** Restful surroundings. Fun and companionship with congenial families. All sports. $12 up daily inc. superlative meals. Lounge. Folder.

SWAMPSCOTT

**New Ocean House.** On the picturesque North Shore. Seashore and country environment. Open April to Nov. Booklet. Clement Kennedy, Pres.

### MINNESOTA

GRAND MARAIS (GUNFLINT TRAIL)

**Gunflint Lodge,** A.A.A. & Duncan Hines Recommended. Fishing, boating, water skiing, hiking, swimming. Canadian Border-Northwoods Hospitality.

### MONTANA

BIGFORK

**Flathead Lake Lodge.** Modern Rustic Dude Ranch. Dining, Riding, Swimming, Waterskiing, Sailing, Fishing, Tennis. Ideal for families. L. G. Averill.

### NEVADA

LAKE TAHOE

**Glenbrook Inn & Ranch.** Our own golf course, horses, tennis, sand beach, rodeos. One hour from Reno. Amer. Plan May-Oct. Glenbrook, Nev.

### NEW HAMPSHIRE

FRANCONIA



Forest Hills Hotel & Cottages

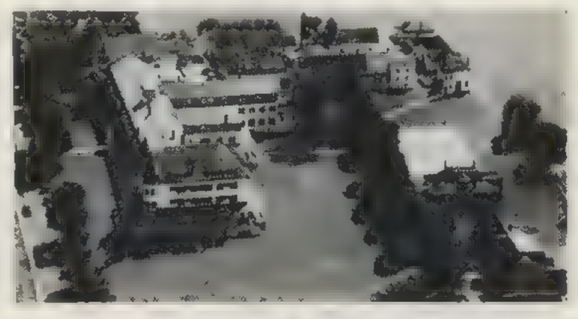
A majestic 200 acre estate high in the evergreen-clad White Mountains. Private golf course with first tee at door. Swimming pool, tennis, trout fishing, riding stables, music nightly. Cocktail Lounge. Many interesting places to visit. Congenial clientele. George W. Collier, Prop., Fred L. Miner, Mgr., Tel.: FRanconia (N.H.) 3-6911.

JACKSON (WHITE MTS.)

**Eagle Mountain House.** A square mile private estate with Golf course, sand beach swimming pool. Shuffleboard. Social program. Excellent meals.

**Whitney's.** A charming Inn of comfort and good cheer. Private swimming pond. Sports, rest, good food. Folder. H. K. Whitney.

SUGAR HILL 18 (WHITE MTS.)



Sunset Hill House

Famous Skyline Resort in the White Mts. "A Million Dollar View of mountain ranges." FREE Golf on own sporty course. All sports. Gay informal social life. Nightly entertainment. Snack Bar for late breakfasts. Cocktail Lounge. No Hay Fever. Housekeeping Cottages. Season mid-June to Oct. Colorful booklet and rates on request. Warren R. Swift, Owner-Manager.

### NEW JERSEY

ATLANTIC CITY



Hotel Dennis

On the sea. Hour or two from metropolitan areas. Family fun fall and winter. Golf, riding, fishing, hunting on private preserve. Sundecks, health baths, children's playroom. movies, dancing, holiday parties. New—The Fjord Room for genial evenings and Scandinavian cold table luncheons; The Coffee Shop off boardwalk. Mod. American and European plans. Reservations Office: Atlantic City 4-8111.

ATLANTIC CITY

**Marlborough-Blenheim.** At the edge of the sand & sea. Ocean-front sundecks, porches, solaria. Evening entertainment. Fresh and salt water baths.

SPRING LAKE

**The Monmouth Hotel.** A famous hotel in a famous resort 50 miles from New York. Ocean Front. Private Beach. Open June 16. James J. Farrell, Mgr.

**The Warren.** Direct Ocean Front. Pvt. bathing beach & beach club. Supervised play for children. Open June 22. All sports. Fred O. Cosgrove, Owner-Mgr.

**From the Quaintest** to the most luxurious, Vogue Travelog has listed them all in order to plan a vacation treat that's just for you.

## NEW JERSEY

PRINCETON



### Princeton Inn

Inviting country inn overlooking acres of rolling countryside. Comfortable guest accommodations, delicious food, charming Early-American atmosphere. Situated midway between New York and Phila. Adjoining beautiful Princeton U. campus. Quiet, gracious setting. 100 attractive rooms. Cocktail Lounge. Write or phone for rates, reservations. G. Bland Hoke, Mgr. PR 1-5200.

## NEW YORK

NEW YORK CITY



### The Barbizon

New York's most exclusive hotel for young women is the favorite residence for young women with good backgrounds who are determined to achieve success in New York. Numerous intellectual and recreational facilities in addition to a fashionable address. From $3.75 daily. Weekly on application. Write for booklet T, The Barbizon, Lexington Ave. at 63rd St., N. Y.

NEW YORK CITY

**The New Weston.** Madison Ave. at 50th St., at the center of business and social life. Weston Court, English Lounge and Restaurant. A Knott Hotel.

NEW YORK CITY



### St. Moritz on-the-Park

Manhattan's choice year-'round location with Central Park at the door. "New York's only truly Continental Hotel" provides luxurious, air-conditioned accommodations and sensible prices. Close to shopping, entertainment, midtown business and The Coliseum. World-famous food in the Cafe de la Paix and Rumpelmayer's. Color brochure 6 on request. 50 Central Park South. Charles G. Taylor, President.

NEW YORK CITY

**The Westbury.** Madison Ave. at 69th St. Distinguished clientele. Attractive rooms & suites. Famous Polo room—bar and restaurant. A Knott Hotel.

## NORTH CAROLINA

ROARING GAP

**The Graystone Inn.** Friendly, informal summer resort in heart of Blue Ridge Mts. Championship golf, private lake. Mrs. Walter Bovard, Gen. Mgr.

## PENNSYLVANIA

DINGMAN'S FERRY

**Culvermere.** Lakeside young adults' vacationland. Every sports & entertainment. Informal, active, inexpensive. Free booklet from your agent or write.

EAGLES MERE

**Crestmont Inn.** Family cottages, pleasant rooms. Superb cuisine. Sports. 2200-ft. altitude in scenic Alleghenies. Opens June 15.

HERSHEY

**Hotel Hershey and Cottages.** One of America's finest. Delightful Living. Open year 'round. Hershey, Pa. Joseph Gassler, Managing Director.

MOUNT POCONO 30

**Skyline Inn.** Fun for the family atop the Poconos. Heated pool, all sports, cocktail lounge, dancing. Fine rooms, meals. Free color booklet.

## PENNSYLVANIA

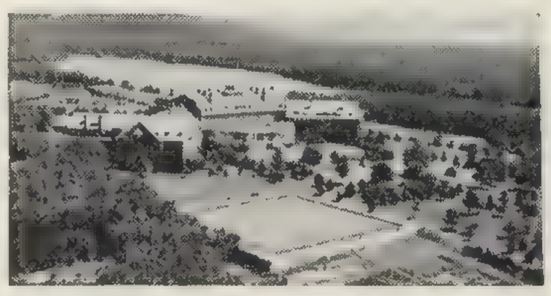
EAGLES MERE



### The Lakeside and the Forest Inn

Famous family resorts, in the heart of the cool Alleghenies! Swimming, sailing, fishing on your own private Lake of the Eagles. Golf on a beautiful 18-hole course. Riding, Summer Theatre, dancing . . . and delectable food. Supervised children's play. Within easy reach, over excellent scenic highways! Season: June 15-September 10th.

SKYTOP



### Skytop Club

Golf on a thrilling 18-hole course, "High in the Poconos." Excellent riding over 5500 acre estate. Tennis, bicycling, lawn bowling. Miles of private trout streams. Scenic environment invites relaxation. Indoor games, dancing, movies. Long celebrated for superb cuisine. Only three hours from N.Y. or Phila. Write for Honeymoon Booklet, Skytop Club, Box 21, Skytop, Pa.

TAFTON

**Lenape Village.** Mountain Lake resort for the whole family, sky-high in the Poconos. Sailing, fishing, all sports. Honeymooners special rates.

## VERMONT

AVERILL

**Quimby's Club & Inn,** in Vermont's "Northeast Kingdom," Quebec border. Memorable dining, cottages, beaches, sail, swim, tennis, fish. Ride.

BASIN HARBOR

**Basin Harbor Club** on Lake Champlain. Pvt. golf course, all sports. Lodge, 60 cottages. Mid-June to mid-Oct. Brochure. Write. Phone: Vergennes 8.

BRANDON

**The Adams.** Distinctive modern cottages, exceptional food. In Green Mts. Restful. May 15-Oct. 15. Duncan Hines & AAA. Erica & Bob Adams.

## VIRGINIA

HOT SPRINGS



### The Homestead

On its own fabulous 17,000-acre estate in the Virginia Alleghenies. The Homestead offers a kind of vacation different from anything else in the world. Service is superb. Top-notch facilities for golf, tennis, swimming, riding, skeet and other sports, all in lovely mountain scenery. An outdoor pool and supervised playground make family vacations here more enjoyable than ever. Write The Homestead, Hot Springs, Virginia.

IRVINGTON



### The Tides Inn

If you enjoy informal elegance in a colonial atmosphere, you will love our charming Inn. Our yachts, food and other facilities (including a sporty short golf course) are rapidly becoming world famous. But the most intriguing part of The Tides Inn is the interesting people who help us make it "America's Most Unusual Inn." Write or call direct IDlewood 8-2600. N.Y. reservations office LOngacre 5-1114.

## VIRGINIA

WILLIAMSBURG



### Williamsburg Inn & Lodge

Journey into the past and enjoy gracious 18th century living in this re-created colonial community. Ride down old Duke of Gloucester Street and tour the famous historic buildings. Modern hotels, fine food, golf, tennis and other recreational facilities to delight the entire family. Write direct to Miss F. G. Burns or Williamsburg Reservation Office, 630 Fifth Avenue, New York, CIrcle 6-6800.

## WEST VIRGINIA

WHITE SULPHUR SPRINGS



### The Greenbrier

Where The Vacation Season Never Ends. You will thrill to the beauty that surrounds you on 6500 acres of America's premier year-round resort hotel. Delightful climate, perfect for golf on our three championship courses, tennis on five fast courts, riding over 200 miles of picturesque trails. Indoor swimming pool, badminton, skeet shooting, hunting & fishing in season. Congenial social life. Dancing nightly. Write for booklet.

## BERMUDA

PAGET



### Bermuda Cottages

Attractively furnished 1, 2 or 3 bedroom private housekeeping cottages with personal cook maid service. Located along Bermuda's famous South Shore. Living room, bath, kitchen, fireplace, telephone, radio. Beach, sports & club privileges. Reasonable daily rates on European or special Bermuda Plan. Write for booklet, map & further details. Ideal for vacation or honeymoon. N. Y. Offices: 16 W. 55th St., N. Y. 19, N. Y. JU 6-3070.

PAGET

**Elbow Beach Surf Club.** Bermuda's Only oceanside Hotel. See Your Travel Agent or Rep.: R. F. Warner, N. Y., Boston, Chi., Wash. & Toronto.

WARWICK



### Belmont Manor Hotel

Enjoy the Belmont Manor Hotel for as little as $10 a day . . . championship 18 hole golf course at the door, swimming in the Sapphire Pool or at smart south shore beach, sailing, fishing, tennis, dancing nightly, easily accessible by ferry to shopping in Hamilton. True Bermuda charm, superb food and excellent service, cottages available. See your travel agent or write Oliver-Kermit, 521 Fifth Ave., N.Y.C., MU 7-6296.

## CANADA

MONT GABRIEL, P. Q.



### Mont Gabriel Club

The incomparable 1200-acre mountain-top resort —in the heart of the Laurentians—offering every facility for a happy holiday. Beautifully appointed rooms with fireplaces and private baths in Main Club, also cottage accommodations. Exceptional French-Canadian cuisine. Illustrated folder. Situated 40 miles north of Montreal—2 miles before Ste. Adele.

MONT TREMBLANT, P.Q.



### Mont Tremblant Lodge

This famed French Canadian village resort is a story-book vacationland, 6000 acres in the scenic Laurentians on a sparkling 10 mile lake. Swim, sail, ride, golf. All weather tennis courts. Dancing, cocktails, superb cuisine. Supervised play for children. Moderate summer rates. 90 miles from Montreal. Reservations: Mrs. J. B. Ryan, Mont Tremblant Station, P.Q., Canada.

MURRAY BAY, QUEBEC



### The Manor Richelieu and Cottages

In the scenic, pine-scented, pollen-free Laurentians, overlooking the St. Lawrence. 18 holes of golf, heated salt water pool and beach, tennis, riding, fishing in well stocked lakes. Casino for dancing. Served by Saguenay steamers, by rail or modern highway. Lewis P. Beers, Mgr., Dept. V, Murray Bay, P.Q., Canada, Travel Agents or Canada Steamship Lines offices.

TADOUSSAC, PROVINCE OF QUEBEC



### Hotel Tadoussac and Fishing Camps

Where St. Lawrence and Saguenay Rivers meet. Heated swimming pool, golf, tennis, dancing. 9 well-stocked fishing lakes, pollen-free air. From $12 a day per person, American Plan. By steamer or highway from Montreal. Carl A. Bodensieck, Mgr. Dept. D, Box 100, Montreal, Travel Agents or Canada Steamship Lines offices.

## CUBA

HAVANA

**Hotel Vedado,** Havana's newest city Resort Hotel. Swimming pool and completely air conditioned. Color brochure and rates sent upon request.

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**On April 15th we published** a small booklet entitled The Condé Nast Travel Guide. There will be no charge for this booklet. We hope that it will give you helpful suggestions on places to stay on your vacation. Write to Vogue, % The Condé Nast Travel Guide, 420 Lexington Ave., New York 17.



*More than the eye of Beauty beholds...*

What *is* a beautiful coif? A lovely design, an invisible permanent for lasting effect—and color in the hair to make it 'you'... and, of course, created by

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DIAMOND HEIRLOOM PENDANT

**Charm for Necklace and Bracelet**

The perfect gift for Graduation, Marriage, Birthday, Engagement, Motherhood, Anniversary, or other important occasions. This elegant 14 karat solid gold Pendant is beautifully hand engraved and is enhanced with a brilliant, full cut, 1/20 carat Diamond, set in delicate Tiffany setting.

**You may now purchase this valuable piece of finest quality jewelry for only $28.* Specify last initial and send payment with order. Allow one week for delivery.** Same Charm with lustrous Cultured Pearl: $23.*; 10 K solid gold Necklace Chain: $5.*; 10 K solid gold Link Bracelet: $10.*; *all prices include tax.

HEIRLOOM HOUSE

Box 2127C Norman, Oklahoma





FASHION NEWS IN DOGS' WEAR!

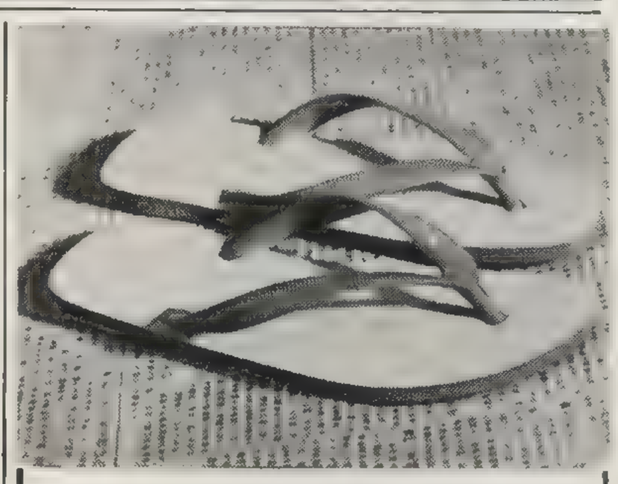
*Gay cotton prints in shaped poodle collar or straight collar, with matching leash. Also comes in blue denim.*

Bright, cool and comfortable for spring and summer days. Both leash and collar are lined with denim for extra strength, set is completely washable. Strong metal buckle and clasp. Send neck measurement. Individual pieces, $4.00 each. The set, $7.50. Give background color choice. Prices postpaid. No C.O.D.'s please.

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JAPANESE ZORIS are comfortable, attractive sandals, so easy on the feet you forget you are wearing them. Made *entirely of durable, tough rubber*, firm white soles with red, blue, yellow or green trim.

Completely washable, they are *perfect for beach* and year-round shower wear. For men and women. Send shoe size, give second color choice. *Only $2.50 per pair.*

**ELIZABETH McCAFFREY**

Dept. V-5 Orange, New Jersey



***These NYLON FRAMES bring new sparkle to your eyes***

What Nylon did for lovely legs...Nylon now does for lovelier eyes. Yes... it's Nylon frames... featherweight light... in twenty-seven glorious colors with matching, sparkling stones. You'll love the slim, graceful lines that are so flattering to your face... for sun glasses or prescription lenses.

With rhinestone trim . . . $22.95 p. p.
With metal trim . . . . . $19.95 p. p.
complete in matching case

**The Albert Aloe Company**
Optical Fashion Authorities of America
Dept. V, 805 Locust Street, St. Louis 1, Mo.







# SHOP

Georgetowners love their homesite (they have since the 17th century) and they've made it a little city in itself with unique shops known across the country. (Wisconsin Avenue—Georgetown's "Fifth Avenue"—has almost every kind of shop.) On a visit, stop at the newsstand first for a copy of the local newspaper, *The Georgetowner*. It's better than a guide for a pleasant, newsy rundown on points of interest.

*Excellent sportswear* is found at Dorothy Stead, a shop about the size (and with the quietness) of a friend's house. One example, this tennis dress, of white needlepoint piqué with a beautifully pleated skirt. Match play: neat bloomers. Sizes 10 to 16. By Florence Walsh, $17.95. Dorothy Stead, 3216 O Street, N.W., Washington 7, D. C.



*Cook's nook* with a well-stocked larder and a good supply of sundries (chintzes, small gifts)—that's Little Caledonia. The shop's good name is built on delicacies like the ones shown at right. They're made from old Southern recipes: Orange Marmalade, Sweet Pepper or Artichoke Relish, Watermelon Pickles. 79c a pint jar. Little Caledonia, 1419 Wisconsin Avenue, Washington, D. C.



*Faultless tailoring for men* for sale here—where the clothes seem to look wonderful without trying. Pull-over Madras plaid shirt, to order by the predominant colour in the plaid (red, blue, brown, or olive green). Small, medium, large. $10.50. Cotton poplin shorts, half-belted at back, in natural, olive green, or navy blue. Sizes 28 to 40. $11.50. Georgetown University Shop, 36 & N Street, Washington, D. C.



MIEHLMANN

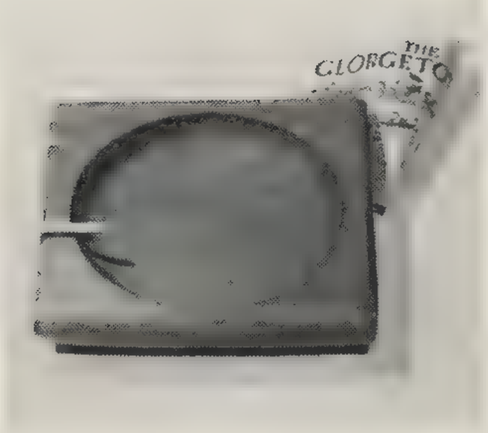
Georgetown Shopping Baedeker

*Due to their dealings with the diplomatic corps—a wandering breed—the Francis Scott Key Bookshop, at 28th and O Streets, has superb facilities for mailing any book, anywhere. And their stock includes authors from Beatrix Potter to Arnold Toynbee. An often neglected art is revived at Patience Gibson's needlepoint shop (2907 M Street, N.W.). She can work out a canvas (with great feeling for colour) from her own stock designs or from a painting or verbal description, for anything; e.g., a phone-book cover, a rug, pillows—and she can arrange all this via mail.*

# HOUND

*...in Georgetown, D. C.*





*Where good children go:*
to Francis-Reilly, Inc. Above, boy's green rayon linen shorts, white-trimmed; green and white striped knitted cotton shirt. Both: washable; 3 to 6. Shirt, $2.95; shorts, $3.95. Set, $6.50, postpaid. Francis-Reilly, Inc., 1413 Wisconsin Ave., N.W., Washington 7, D. C.

*Home improvements,*
from Decor Associates. Left, a Haitian mahogany ash tray, about 12″ square, with a patina that's enhanced by use. $12. Decor Associates, 3005 M St., N.W., Washington 7, D. C.

*Fashion imports*
from Mexico, from The Phoenix. Hand-woven cotton shirt in natural, yellow, black. Sizes 12 to 18. $8.95 ppd. Stole (29″ x 88″, sash-tied here), in white with brown, red, or navy-blue stripes. $7.95, postpaid. The Phoenix, 1514 Wisconsin Ave., Washington 7, D. C.



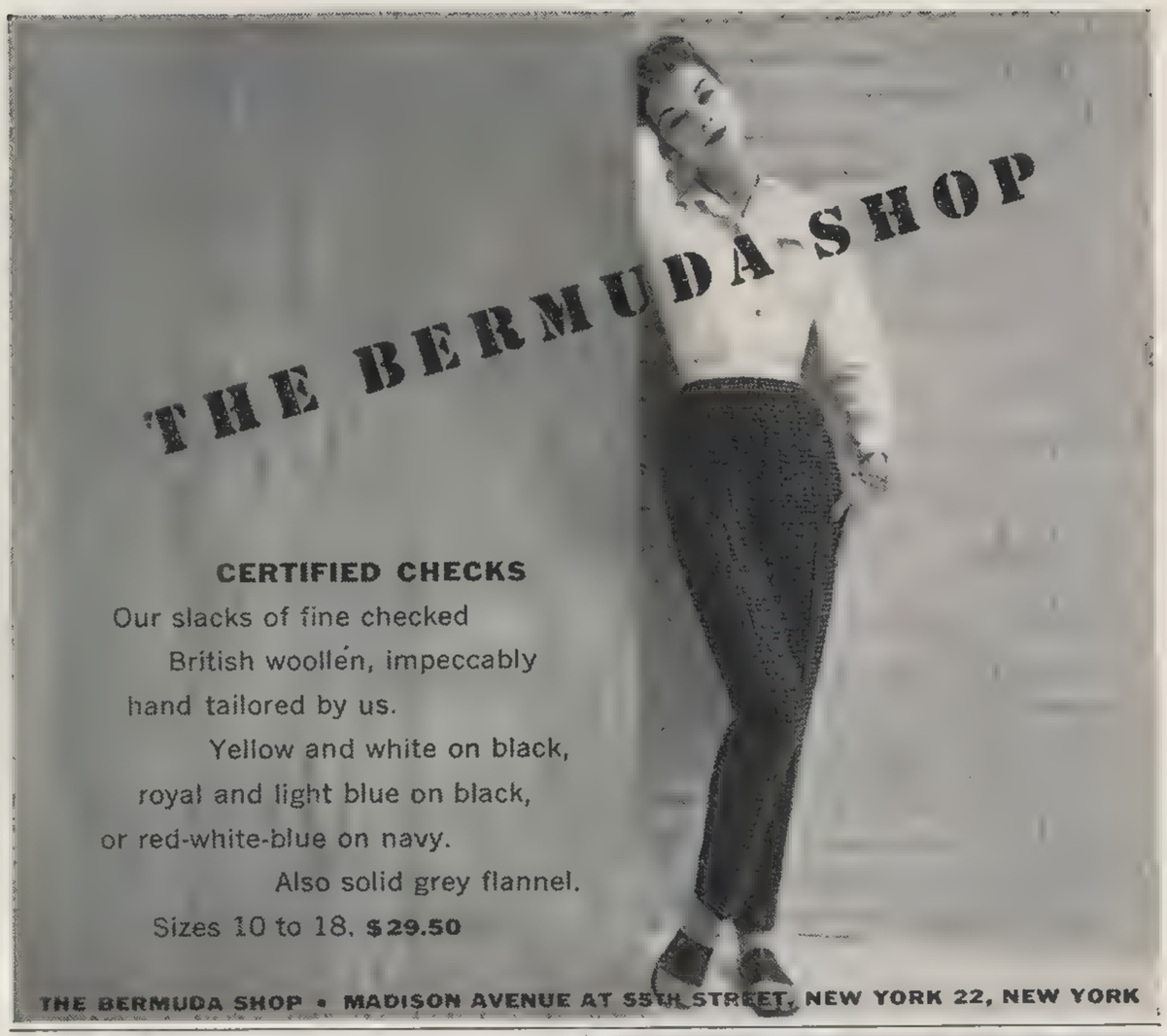


*How does your garden?*
Very nicely, with this Garden House idea: spiral ivy-training tree of black, white, green, or pink wire. 19″ diameter, a yard high plus. $19.50. Garden House, Inc., 3235 P Street, N.W., Washington 7, D. C.

Shopping Guide Continued

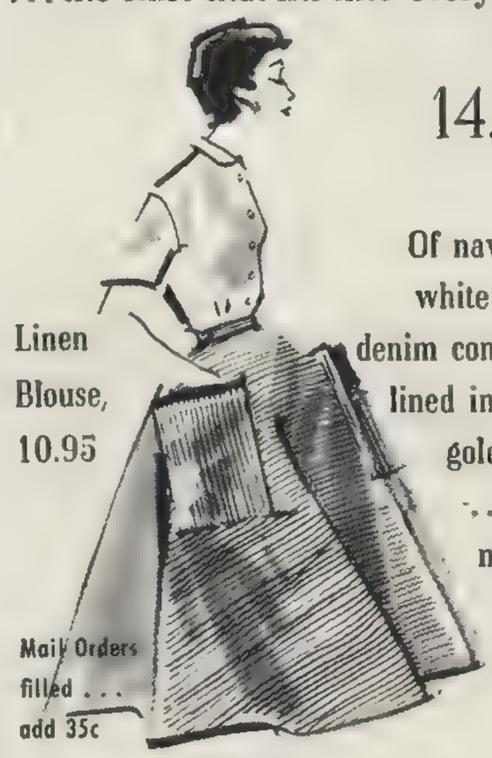
*A little forest of lamp shades is to be found at Miriam Crocker's shop, 1415 Wisconsin Ave., N.W. If you can't find a ready-made one from all the shapes and sizes available, she will make one up for you, matched to any colour, with a base, too. The Guffey Institute and Lapidary, 3001 M St., N.W., is a shop* and *school with two major functions: as a shop it can match any semi-precious stone to any piece of jewellery; can design and make new pieces for you. As a school, it offers no degree—except a degree of excellence to the woman interested in learning jewellery-making for herself.*

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Wrap it around, front or back

...the skirt that fits into every scene



Linen Blouse, 10.95

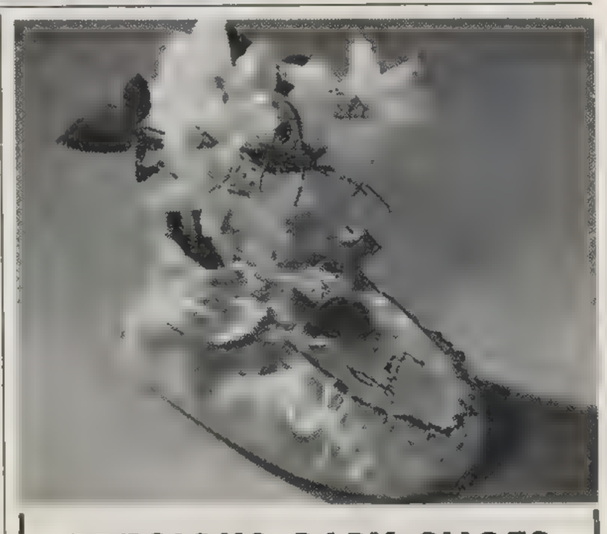
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ALAN'S P.O. Box 163-V5 Silver Spring, Maryland

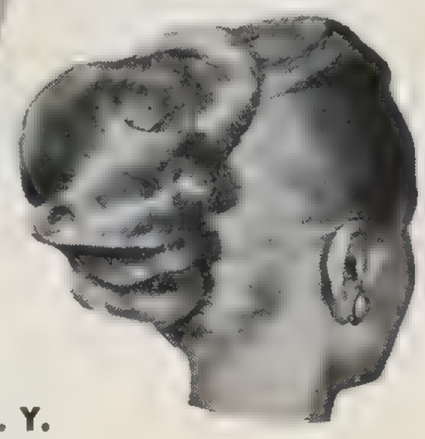
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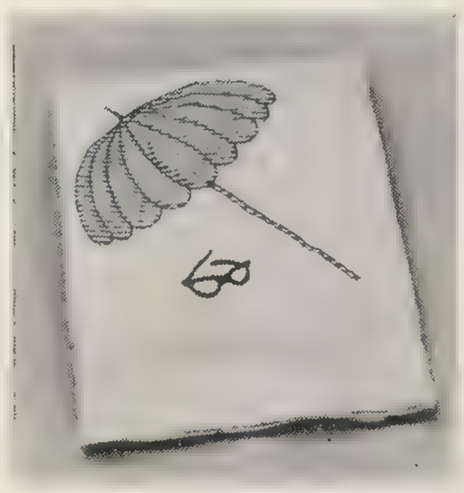
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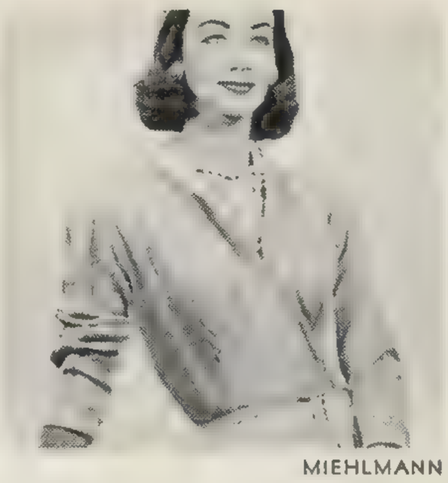
# SHOP



*Cool and pretty at home:* a bolero-length pull-over of white polished cotton printed with green and yellow flowers. There's a green cummerbund attached to tapered pants of golden linen. Top, $10. Pants, $18. Both, sizes 10 to 16. By Greta Plattry. Woodward & Lothrop, Washington, D. C.



*Big towel—beach carpet:* 16½ square feet of beach towel (it measures 5½′ by 3′). White terry cloth with an appliqué of blue sunglasses, a red beach umbrella. Same towel, also in yellow terry cloth. $5.95 ppd. Elizabeth McCaffrey, Dept. V-4, Orange, N. J.



*Summer sweater luxury*—with year-round value here. Waist-length beige cashmere with collar and trim of Italian raw silk faille. This, $150, only one of many custom order designs. They take 4 to 5 weeks to complete. Catherine Sisman, 106 East 48th St., N. Y. 17.

MIEHLMANN

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**THIN LEGS!**



**Try this new scientific home method to develop ankles, calves, thighs, knees, hips!**

Now at last you too can try to help yourself improve normally underdeveloped legs, and fill out ANY PART of your legs you wish . . . or your legs all over. Well known authority on legs with years of experience offers you this tested and proven scientific course only fifteen minutes a day in the privacy of your home! Contains step-by-step illustrations of the easy Scientific Leg technique with simple instructions; gaining stronger legs, improving skin tone and circulation of legs; also normal causes of skinny legs.

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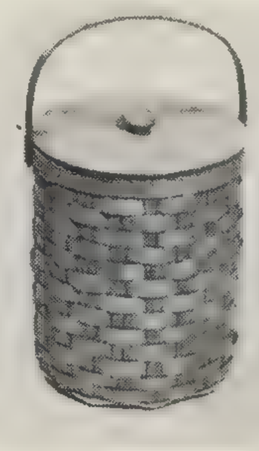
**MODERN METHODS, Dept. SL-14B5W**
**296 Broadway New York City 7**

# HOUND

## ...summer fashion forecast

*Charcoal-blond*—a dramatic new look in hair colouring from Anthony Migliaro's salon. The idea: first, a dye that gives the hair the deep rich grey of fine lustreware; then, strategically placed strands are shaded in tones ranging from shining pewter to palest platinum. (The shading might be frosted tips around the face, if that's preferred.) This look—a wonderful look for the woman who's just beginning to turn grey (and who *isn't* afraid of a definite change). To aid her in her choice of the right shade, Migliaro has test strands of hair dyed in the various tones possible. Anthony Migliaro, 740 Madison Ave., N. Y. 21.

*Gargantuan ice bucket*
to keep 200 ice cubes icy for hours.
Insulated tin lines
a covered wicker basket.
Nice summer accessory
for the beach or a
country house. $9.95.
The Game Room, 1538 Conn. Ave.,
N.W. Washington 6, D. C.



*Bouffancy: left and right.*
Coiffure brushed into a shiny
fullness that curves *widely* from
the face, then turns under gently.
This is the result of shaping—
not curling—and the rollers
it's set on mean quick drying.
Michel of Paris,
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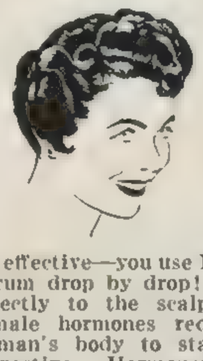
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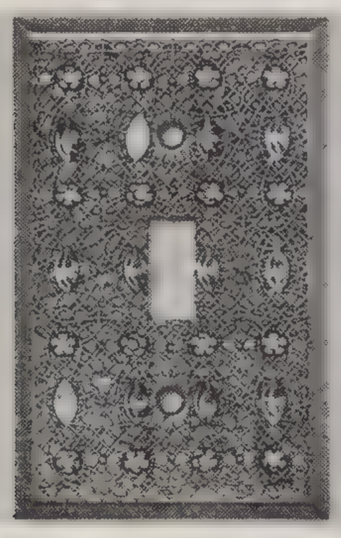
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*High Waist Girdle*



**"Magic Lastic Waist Band" will INSTANTLY Vanish 4 INCHES OFF YOUR WAIST!**

*It's Light as a Feather!*

In complete comfort "Vanishette" gently but firmly trims your torso into pencil-slim lines. Made of nylon two-way power knit, it can't curl, roll or pinch. No digging, sticking bones. Washes like a dream . . . dries in a jiffy! It's exquisitely tailored . . . truly a beauty to behold! Black, White or Pink. Regular or Panty

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# SHOP HOUND

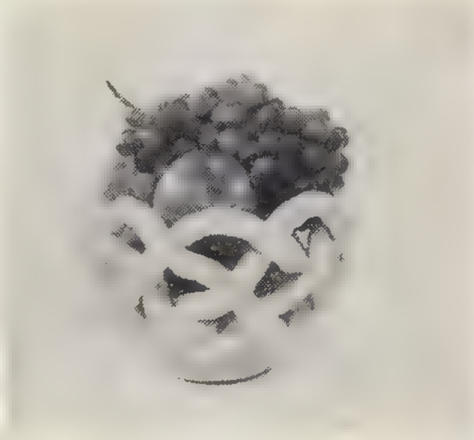
*. . . in the summer house*



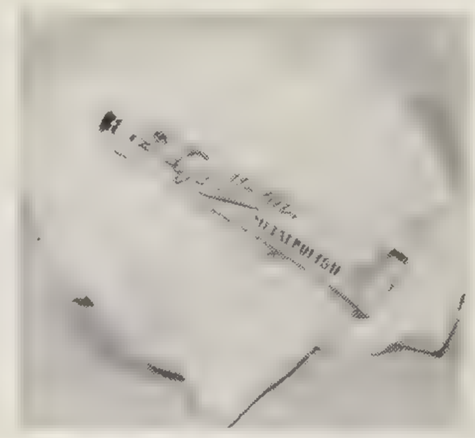
*Pâté serving—rural setting*
via this small china dish
with a provincial French touch:
the lid is a chicken perched
on brightly coloured vegetables.
The dish is white; about 4″ long,
about 2″ high, $7.50 ppd.
Soupçon, 203 East 61st Street,
New York 21, New York.



*Put them in a pumpkin shell—*
soups or jams, that is. Here a
large tureen (8″ x 3¾″);
French pottery, yellow with green
leaves for cover. The smaller
pumpkin, a pottery jam pot, 5½″
tall, chartreuse with green leaf
cover. Tureen, $35. Jam pot, $6.50.
Alice Marks, 18 E. 53rd St., N. Y. 22.



*Big bold fruit basket.*
It holds a nice amount of fruit
and doesn't hide it.
It looks like alabaster rope
but it's actually white ceramic
pottery. Should make a wonderful
wedding present. 7″ high; 9″ in
diameter. $12 ppd. Tomorrow's
Heirlooms, 134 Liberty St., N. Y. 6.



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Germaine Monteil

NEW YORK • PARIS

VOGUE
MAY 1, 1956

# Vogue's eye view of new summer ways to




Timely sign at right (it's the newest sign to appear on New York desks since THINK) : indicative of what happens all too often to plans re all sorts of things, summer-fashion included. There's the will to plan ahead, but somewhere along the line matters get out of control—and wardrobes, or even plan-ahead signs, wind up in a squeeze at the end. But this year it's going to be different, if this issue of Vogue has anything to do with it: these pages list what's wanted for fashion this summer—and not just theoretically speaking. All the clothes shown are in the shops right now (designers and merchandisers have been doing some planning-ahead, too), and barring a complete switch in the direction of the Gulf Stream, they'll organize a woman's summer clothes-life from its May beginnings to the Tuesday after Labor Day.





PHOTOGRAPH BY JOHN STEWART

The new colour ahead:

# SUMMER RED

Reason for red's heading the list of colours in fashion this summer: it's a fashion so strong you can bank on it. What are the attractions that have made red so prevalent? These: it's clean enough to crackle. It's a summer change (chances are, it's the one colour you've never summered in before). And—it has its own way of being cool; a brilliant way.

This is how summer-red's coolness works: very simply, and simplicity is the point. A simple line, a strong colour, and very little else by way of diversion (ever try diverting red?). Examples:

A red sheath slicing through the midday heat in town; red the only colour in the costume, all else being black.

A linen suit clearing the atmosphere with the following: neatly organized pearls at the throat, silk velvet geraniums at the lapel, white gloves, black shoes, black or white hat.

A red silk coat making a clean sweep of any costume, almost any time—with a blond shirtwaist dress for day; with white crêpe or white lace for evening; with a pink silk slip-dress that's like the inside of a rose.

A red cotton chiffon dress gently breezing along under a big natural straw hat deep in poppies—and reviving everyone in sight. Shoes for this costume: brown or black.

A red linen dress that's starched, brief, nearly bare-armed—cooling the city with its precision. A creamy foulard turban, brown shoes, brown gloves, brown bag, complete the look.

Other refreshments to look for in summer-red: a red silk chiffon dinner dress with flowered sandals . . . a shirtwaist dress of Chinese-red silk brocade with a shiny black belt . . . a lacquer-red suit with a mauve-pink thin silk brocade blouse . . . a scarlet bathing suit, scarlet nail polish, a shiny black bathing cap. . . . *And* make-up that's fresh, clear, and natural-looking (this is one fashion where make-up can't be theatrical and be good).

## Beginning here: summer of red

*Left:* A look so fresh that it's practically aromatic—that's the tactic of summer-red. Sheath cut easily—up to and including the lightly heightened waist. By Adele Simpson, in Moygashel linen, $50. Black silk organdie hat with black veiling, by Lilly Daché. Coro beads. All: at Henri Bendel. Dress, also at Frost Bros.; I. Magnin.



# Sheath news ahead: summer-red

*Left:* Lacquer-red linen, a heightened waistline, glistening black accessories, and that's about all—all that it takes to make a sheath crackle with freshness and news this summer. Dress by Oleg Cassini, in McBratney Irish linen, about $50. Black patent leather bag. Both from Saks Fifth Avenue. The summer-red dress, also at Neiman-Marcus. Black straw shade by Lilly Daché. *Right:* Uncomplicated brilliance—and as much flexibility as any dress could give a woman this summer. Red linen with a bateau neckline squared away at the back, a pair of patch pockets—and a resort or city life, depending. By Larry Aldrich, in Moygashel linen, about $50. This and the patent leather bag by Josef, at Bergdorf Goodman. Dress, also at Julius Garfinckel; I. Magnin. The scarfed white straw hat, at Emme.

PHOTOGRAPHS BY JOHN STEWART





## Suit, dress, coat: summering in red

*Left:* The red summer suit—pure news, town or travel. Jacket adjusts to air conditioning at the touch of a button (or rather, of eight bone buttons). By Davidow, in Moygashel linen, about $110. At Bonwit Teller; Wanamaker's, Phila.; Hudson's; I. Magnin. Hat, glossy cotton, black organdie: Lilly Daché. *Directly right:* The cotton jersey sheath with a new softness in its handling, brilliance in its colouring. By Donald Brooks-Darbury, in junior sizes. About $30, at Lord & Taylor; Joseph Magnin. Hattie Carnegie hat. Dalsheim jet lariat; Coblentz bag: Lord & Taylor. *Far right:* The summer coat in silk, in red—and in the closet almost never. Day coat, little dinner coat, theatre coat. By Jack Sarnoff, of a Ducharne raw silk. About $100. Lord & Taylor; Henry Harris. Hat by Sally Victor.

PHOTOGRAPHS BY JOHN STEWART



Summer 1956

# SHOPPING LIST OF A VOGUE READER

**Colour-essentials as of now: something black, something red, something pale**

It's the season, summer is, when fresh dresses are just about as essential as salads. And since you'll be needing new clothes if only for comfort, for the weather and the travel ahead, you might as well have them with all the smartness that your money can manage. (And there's really no extra charge for *this*!)

The black summer dress: at the head of this list, and for the same reason that Paris made so much news of it this season—it's the perfect prop for the bigger, more beautiful new hats. (Consult any issue of Vogue, from January to the present.) A pair of sleeveless black sheaths, one with a day cut, and one for late day and later, could be a city wardrobe's best summer kingpins. And one of the hats shading these ought to be white—both in Paris and America, the black-and-white formula is as magic now as it used to be basic. Row on row of black dress choices will be coming up on the pages ahead.

**Important news in summer cuts: higher waists, blousing lines**

The new summer red: next-most-important item, and a crackling good one it is—it's the most brilliant new way you could look cool in the summer weather. The smartest woman reading this list will want at least one red dress that's quite bare in cut (assuming she has the figure for it), perhaps with a new high line to the waist (and this good flash of fashion won't cost her a penny). For red's a wonderful thing for morale, as well as for smartness—and its fresh, clear look is to be found now in any number of new forms, from slender linen town suits and strict little city sheaths (see pages 94-99) to breezing flame chiffon for the big summer parties. For the woman who'll be doing a good bit of travelling, there's a terrific red day-length dinner dress arriving in a later issue of Vogue—red knitted cotton, folded into a high waist, and with wide, buckled shoulder straps.

The new blousing line: Vogue list-makers ought to rate this summer-change in cut as highly as the new higher *(Continued on page 172)*

**Two fashion-essentials and a bonus: the cotton coat, in red—and in calico**

*Opposite:* From the new Claire McCardell collection (which is as bristling with fashion ideas as any she's ever done), a new summer formula for slenderness shaded by a big, beautiful hat. The cotton calico coat and coat-dress are both high-waisted, with an exceptionally comfortable new slimness of cut, and they're both basically red—sure-fire basis for summer fashion. Costume, in Wm. Simpson cotton; about $90. Lord & Taylor; Dayton's; I. Magnin. Hat, from Lilly Daché. Milch bag: Bergdorf Goodman. David Webb jewels. "Grand Slam" lipstick: Lucien Lelong.

KAREN RADKAI





**Little-dinner essentials**

**in black and white:**

**soft slenderness and**

**a big, berried beret**

*Far left:* A neat, smooth stroke of black linen, with a criss-cross of pearly buttons—a uniform that's anything but uniform, and everything smart nowadays. By Oleg Cassini, in McBratney Irish linen; $50. Altman's; Woodward & Lothrop. White rough straw hat, from Emme. *Near left:* Black silk crêpe with a bunny-ear tie—very easy in its fit, and fit for almost any city occasion. By Talmack, about $90. Bonwit Teller; Joseph Magnin. The world's most romantic cartwheel, from John Frederics. Shoes here and at the far left, by Sabrina. *Right:* Black Marché silk with marquisette, dipped to a black satin bow deep at the back—very cool, very correct, for summer dinners, and very flattering into the bargain. By Pattullo-Jo Copeland; about $125. Bergdorf Goodman; Julius Garfinckel; J. W. Robinson. Berried pillbox, white, with green leaves: Sally Victor. *Both pages:* the stockings are by Hummingbird.

**Summer-day essentials**

**in black and white:**

**neat slenderness and**

**a new width of hat**

KAREN RADKAI





**Pale summer essentials**

**in top form here—**

**knitted cotton costume,**

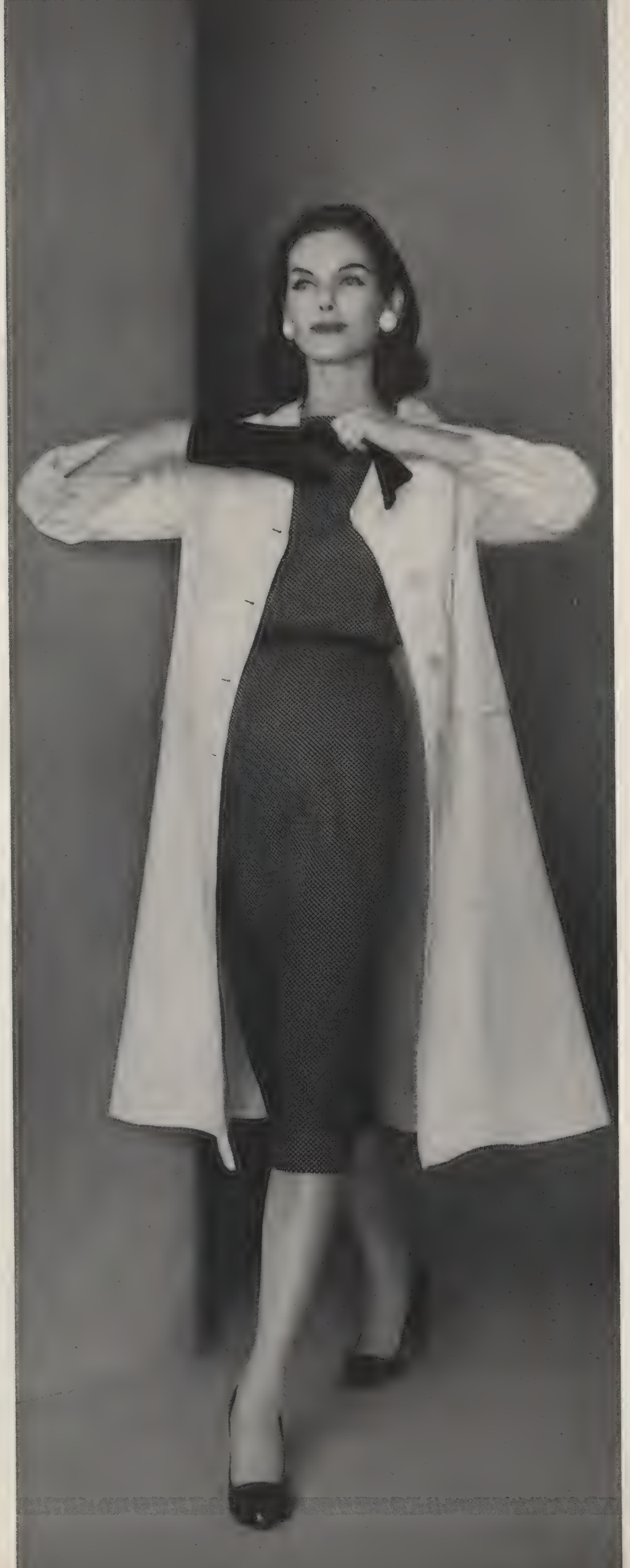
**and the bloused sheath**

*Far left:* Silk summer sheath with a Paris fashion-education—its slenderness blouses lightly above the sash. In a nice neutral string-beige that's a natural for city or country—and the newest natural there is. By Lord's Sportwear; about $40. Dress, Gage hat: Lord & Taylor. Dress, also I. Magnin. Sabrina shoes. *Near left:* Something very new in knitted cotton, the two-piece look, here looking as urbane as all-get-out. The sleeveless string-beige cardigan, and slim skirt, in junior sizes. By Donald Brooks-Darbury; about $35. Costume, Koret calfskin bag, Hill and Dale shoes, and Gage hat (this one is wearing a wide tortoise-shell printed ribbon): all, Lord & Taylor. *Right:* Coat that might well end up as the coat of the summer—white whipcord with a white leather collar. By Main Street, about $30. Sheath of closely dotted cotton (a Reeves fabric), by Sportwhirl; $13, in junior sizes. These, and the Monet chalk earrings: Bonwit Teller. The coat, also at Jenny's; L. S. Ayres. *Both pages:* the stockings are by Archer.

**White whipcord coat**

**with a white leather collar—**

**new summer stopper**



KAREN RADKAI



**Lined up here,**

**six summer essentials—**

**starting with the**

**new blousing line**

*Left:* The new bloused line in a city suit of pewter-grey Hope Skillman cotton with a satiny stripe; it's a cut that makes itself nicely comfortable around the waist. Platter hat with a ruffle of beige organdie: John Frederics. Suit (unlined) by Trigère; about $125. Bergdorf Goodman; Nan Duskin; Marshall Field. Mojud stockings. Mark Cross bag. The polished black opera pumps here, by Sabrina. *Near right, above:* Sheer black cotton sheath with the plus of a white Sichel linen bow-tied bolero—which can be applied to sheaths ad infinitum. Costume by Rembrandt; $50. This and the Gage hat: Bendel's Young-Timers. *Far right, above:* The liquid look, the latest thing in slenderness, here in green silk chiffon—with a covered cut that makes its look make sense any hour after noontime (city time). By Sylvan Rich in Stern & Stern silk; $110. Best's. The soft hat: John Frederics.





*Directly right:* Bloused line that's top news for summer, here accomplished by a draw-string shirt of Everglaze knitted cotton by Alamac. This, in brown and black and white stripes; $5. The skirt it's blousing over here, black cotton gabardine, $7. Both, by Majestic. Costume, Greta bag: Lord & Taylor. *Below, left:* The higher summer waist—the starting point of this printed black and white piqué bolero, tied to the back with a black velvet ribbon. And the waist it marks high belongs to a black textured cotton sheath. Costume by Jerry Gilden; $15. Saks Fifth Avenue. *Below, right:* For the something-red category, this easy-skirted dress of scarlet Wamsutta cotton broadcloth—a blaze of coolness, with a bodice that's a close thing when it comes to fit. By Richard Cole; $35. The dress and the widespread Betmar hat: Saks Fifth Avenue. More shade: polka-dot umbrella from Uncle Sam.









**Essentials continued:**

**summer range of black—**

**with smart notes of white**







PRIGENT



*Right:* For a sweeping start on the summer news in black—black silk chiffon with a cool sweep of skirt, black satin lacing the shirred bodice. (Parties abroad come to mind first, but you could wear this dress to threads without stirring out of town all summer.) By Herbert Sondheim, about $125, at Saks Fifth Avenue; L.S. Ayres; Neiman-Marcus. Stockings by Van Raalte. The black satin opera pumps are by Herbert Levine. *Far left, above:* Black linen that's quite bare despite its little sleeves—and there's many a woman who'll profit by that combination this summer. By Ben Barrack, $70. Best's. The pale Milan straw hat here, from John Frederics. *Far left, centre:* Summer coat-news in black silk faille—a straightish cut, and a biggish collar that leaves room for evening lariats of pearls. By George Carmel; $165. Lord & Taylor. *Opposite, centre of page:* Black linen sheath with one of those prim white collars that's as alluring as perfume. By Nantucket Naturals, in Adams linen; $35. Bonwit Teller. Gucci bag and umbrella. The white hat, from Emme. *Directly left:* Black knitted cotton sheath incorporating a bit of colour very smartly—via a bright run of knitted cotton Roman stripes. By Oleg Cassini; $50. Bendel's Young-Timers. *Far left, below:* A black cotton broadcloth sheath with a special bent for travel—it's stitched all over so there's no place for wrinkles. By L'Aiglon; $18. Lord & Taylor. Sally Victor hat.





KAREN RADKAI



# High waistlines—summer natural

Two ways to wear the high waist—both by Claire McCardell; both, beautiful. This designer has been fascinated by the high, freed-from-convention waist for years—and this season has given her a free hand. *Left:* High, softly-wrapped bodice that crosses over the bosom, passes below the shoulders, and ties at the back above a drifting skirt. A dress you'd wear on country afternoons or evenings in almost any country in the world, this summer. White Egyptian cotton, finely dotted in black (fabric by Everfast). $40. Lord & Taylor; Hutzler's; Sakowitz. *Right:* High-waisted evening costume to wear on a balcony at Taormina—or in a box at Tanglewood. Coral bodice and coat of linen-like cotton and Avisco rayon mixture; coral-dotted white silky cotton skirt (these, both Fuller fabrics). Coat, $70. Dress, $50. Lord & Taylor; Hutzler's; Sakowitz. Earrings: Lilly Daché. John Robert Powers "5" lipstick.

PHOTOGRAPHED AT MARTINIQUE BY PENN


PENN


HENRY CLARKE

# Waistlines at Dior: new highs

Any woman who thinks there's only one way to wear a high waist, please hear this. There's a lifted waistline for every woman breathing (there must have been a dozen variations in the Paris showings). These two—from Dior's collection—play the high line very differently, each with brilliant new eloquence. *Left:* A Dior evening costume, both grand and lighthearted. Yellow satin organdie bound high and firmly at the bosom, and nowhere else; the skirt, a crisp tulip, full to the floor. Over it, possibly the prettiest redingote since Versailles days: grey flowers printed on black silk, fastened close at the ribs. The dress, in America at Bonwit Teller. Costume, I. Magnin; Holt Renfrew of Canada. *Right:* Grand enough to wear pure and unadorned—this could be the only "big" dress a woman would need here *or* abroad. Flame-red chiffon with a kind of stately seductiveness that marks this narrow silhouette at its best. Here, falling straight as water from the draped bosom, a line that's all folds and hints—hints at a beautiful figure. Dress, at Christian Dior, Paris. Delman-Dior shoes.

HENRY CLARKE





# GERMANY,

## castles and paying guests

### By Mary Cable

"Once there was a king and he lived in a castle," the brothers Grimm used to say. The castle the king lived in was in Germany, and is more than likely still there, looking down from its safe hill at the gloomy forests of Hänsel and Gretel and Little Red Riding Hood and at the Goose Girl's fat white geese. It looks about the same as it did when Rapunzel let down her hair; for no matter what baroque or rococo fancies succeeding owners may have had, ten-foot-thick walls of solid stone are not easily remodelled.

There are, however, certain changes. The moat has dried up or has been turned into a shady, cool pleasance for swans. In summer, dahlias and bean-flowers nod over the battlements, and flower-boxes, lavishly full of pink geraniums, gentle the grim façades. Among the halberds, ancestors' portraits, and dusty deer and ibex horns that adorn the interior castle walls, it is possible also to find an electric-light switch. Even plumbing and central heating may, somehow, have been insinuated into those stout and gelid walls.

But the most remarkable change is this: the castle may be taking paying guests. A stranger who wants to spend a night there no longer needs to storm it or marry the king's daughter. All he has to do, provided he has a *Deutsche Mark* or two and has written ahead for a reservation, is to walk in and register.

Over thirty famous old *Burgen* (fortified castles) and *Schlösser* (large and elegant manor-houses, hunting-lodges, or country palaces) now are being run as small hotels. Perhaps the most impressive *Burg* that lets down its drawbridge to paying guests is Burg Lauenstein, which lies in the high, thickly forested part of northern Bavaria known as the Franconian Switzerland. It is so close to the East German border that one sees from its ramparts the grey-uniformed East German *Volkspolizei* pacing along the wide ploughed strip that marks the boundary. If their presence seems disquieting, it may reassure you to remember that this castle has stood up through more than a thousand years of wars and sieges; and the story is that since it was built with supernatural help, it is there to stay.

The Frankish king, Conrad I, it appears, began building the castle in 915, but at first had a trying time of it because every night the Devil would pull down what had been put up during the day. Finally an archangel appeared to Conrad and gave him a tip: if he would cut into strips a holy mantle he happened to have and lay the strips around the place where he wished to build the castle, the Devil would be unable to interfere any further. This worked, and the Devil has made no successful effort since to take over Lauenstein, although he came closest during the last century when the place fell to rack and ruin. But with the Wagner-inspired wave of romantic interest in mediaeval Germany, many disintegrating German castles were rescued and repaired, and Lauenstein was among them. The *(Continued on page 164)*

# JAMAICA,

## Mrs. William Paley and her new house,

## the patio roof, a sunshade

Mr. and Mrs. William S. Paley's new house set on a rocky point at Round Hill, Jamaica, has the instant look of the tropics. (William F. R. Ballard, the architect for all of Round Hill, designed it.) Set at the heart of the architectural plan is this big parasol-roofed patio, used as porch, living room, and dining room, with a view in the morning of the pool and the Caribbean; in the afternoon, of the shaded tropical garden at the back of the house. This is managed by jalousie doors and louvered shutters which line two walls; in the photograph they are shown as they look in the morning, opened to the benign trade winds and a soothing, solitary expanse of sea. The pool, which has a lower ledge on the side away from the house, spills in a perpetual waterfall down a cliff of lava rocks into the ocean. With the noon shifting of the sun, the pool side of the house is closed and the shutters at the back are opened. At night they stand open on both sides. (Stemming off each end of the patio are wings containing bedrooms.) Against its white walls and cool tiled floor are cushions and chair covers in hot pinks, printed reds, and yellows; the whole, a pattern like a Bakst or Vuillard painting. (McMillen, Inc. were the decorators.) Lush-leaved native plants and spiky banana palms grow in pots all over the house; and at the extreme right, unpotted, a handsome leafless mahogany hat tree with Jamaican straw hats blooming boldly on its pegs.



NED ROREM

GLENN GOULD



ANTHONY FRANCIOSA

MICHAEL GAZZO

PAUL RUDOLPH

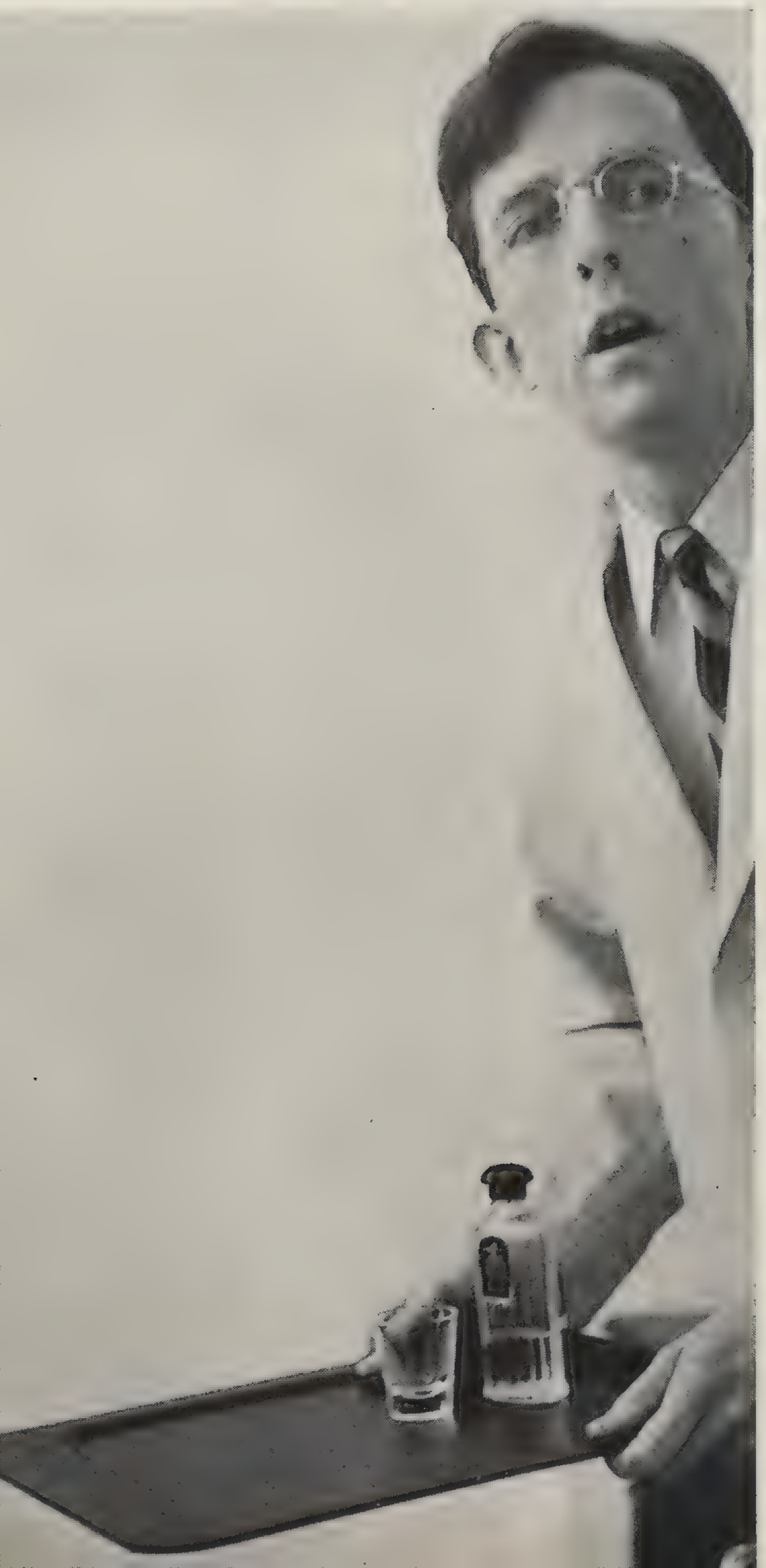






GEORGE PLIMPTON

FRITZ WEAVER



# NAMES TO REMEMBER—

NED RQREM, an American composer with a grave seraphic charm, has written one symphony, a TV opera, and more than a hundred songs, poignant, positive, and set to the poetry of everyone from Sappho to Gerard Manley Hopkins. In the past eight years, while living mostly abroad—in France and in Morocco, he has won half a dozen nicely fatted musical awards and commissions. Now thirty-two, Rorem is back in the U.S.—"Americans are the only people who always think they should come home."

GLENN GOULD, a twenty-three-year-old Canadian pianist, has caused this year a glow of jubilant bonfires among American critics; his two U.S. concerts and one Columbia LP have had much the same effect on audiences. Tense, emaciated, with blueberry-blue eyes, Gould approaches his piano as he might an unbroken horse, bringing forth a tone both strong and lyrical.

ANTHONY FRANCIOSA, pioneer-jawed and springy-muscled, plays the good-hearted brother in Michael Gazzo's play, *A Hatful of Rain.* A convincing, vigorous craftsman, he had his first fliers in acting off-Broadway, appearing in Shakespeare, Pirandello, and Gertrude Stein. Later he worked as a waiter on luxury liners to the Orient, a phase he refers to as "my Shanghai period." Now the movies want him.

MICHAEL GAZZO wrote *A Hatful of Rain.* A frightening, powerful, yet often funny story of a dope addict, it began earning money for its sixty-odd backers after the phenomenally short period of two months. (During the tryouts, *Variety* called it non-commercial.) Before *Hat,* Gazzo, a baldish thirty-two, had an involved career which included a trial run at a machine shop, sculpting, and a few months as a shoeshine man in Miami. He also managed three off-Broadway companies, acting, directing, and earning annually $61 to $84. Now, Shelley Winters, the show's star, says, "Give him two Martinis, and he talks in verse."

PAUL RUDOLPH, who won the "outstanding young architects award" two years ago at the international competition at São Paulo, Brazil, began his architectural career fixing up old parsonages. (He is the son of a Methodist minister.) Since then he has designed, among other buildings, the U.S. Embassy in Jordan, and the sharply beautiful plans for the new Jewett Art, Music, and Drama Center at Wellesley College. In the last five years, he has been visiting lecturer in architecture at fifteen universities, including Harvard, Yale, and Princeton. He lives in Sarasota, Florida.

GEORGE PLIMPTON edits, with a shifting staff of other young literary types, *The Paris Review,* a "little" magazine devoted mainly to fiction and poetry. He also teaches English at Barnard College and juggles with nerveless elegance his own writing projects—seven at the moment. Whippet-lean, with an engaging placidity and a radar-wave mind, Plimpton helped found the *Review* in 1953. Its circulation has spiralled amiably upward to eight thousand, partly because of its "Art of Fiction" interviews; these are Plimpton's special editorial province.

FRITZ WEAVER this season nipped off the plum part of the butler in the Broadway hit, *The Chalk Garden.* A narrow, melancholy-looking man, linear as scaffolding, Weaver has seventeen-jewel comedy timing and a subtle, tidy way of building character. He, too, came to the plummy life through off-Broadway theatre. The son of a Pittsburgh economist and an Italian opera singer, he went to the University of Chicago, where he wrote a thesis on Einstein's theory of relativity.

PETER BASCH



# PEOPLE ARE TALKING ABOUT...

PEOPLE ARE TALKING ABOUT . . . The Electoral College and the new armchair sport of tinkering with it although the chances are that this year's election will be played using the old rules. . . . The hypothetical bulletin, "1956 and All That," which James Reston wrote, attempting to straighten out the editor of *The Times* of London on political life here; with a kind of old-boy to old-boy nonchalance, he polished off the Minnesota primary with this comment on Adlai Stevenson, ". . . have you ever listened to iambic pentameter in a snow drift?" and ended by suggesting that "All you have to do is figure out the difference between what is news and what is truth." . . . This song title, not registered, in a San Francisco newspaper: "I Know Her Mother Came from Ireland Because Bridey Murphy Told Me So." . . . The handsome Kenneth Armitage greyed-bronzes.

PEOPLE ARE TALKING ABOUT . . . Frank Loesser's new musical, *The Most Happy Fella*, in which Robert Weede with his round, glowing face and strong, appealing baritone sings "Happy to Make Your Acquaintance," a song that is mock-simple, charming, and in dialect. . . . Oklahoma City's Friends of the Zoo, with its own odd, effective plan for raising money: any big game man, contributing $5,000 to its animal fund may free-ride this summer on the zoo's African safari and may also free-ride with the Internal Revenue Service which considers the $5,000 deductible. . . . A Yale man's Bloody Mary ploy: pour in clam juice freely. . . . Louis de Rochemont's eighteen-minute movie, *The Suez Canal*, a timely docket of fact, Middle East history, and eye entrancement.

PEOPLE ARE TALKING ABOUT . . . Mouloudji singing the zippity French song, "Time Is Money," which, although it won the Grand Prix du Disc, seems rather like a Paris snack bar—glazed over with Americana. . . . The René Bouché sets and costumes for The Ballet Theatre's *Offenbach in the Underworld*, and the Agnes de Mille ballet, *Rib of Eve*, in which Nora Kaye dances a Washington hostess. . . . The thirty-five-cent cornucopia of information for anyone coping with the young: Peter Cardozo's book, *A Wonderful World for Children*, which lists practically everything in the U.S. that is free for them—booklets, games, even a porcupine on loan from a "pet lending library." . . . Peter De Vries's fun and pun novel, *Comfort Me with Apples*, funny for the first half, and bright enough for the second half, but consistently sharply phrased: "Never sit at the captain's table opposite a woman returning to the States after some years spent in a novel by Henry James"; a hero faced by "eternal severities"; and a seventeen-year-old intellectual whose play about Salome dealt with "what happened to the *rest* of John the Baptist."

**JACK HAWKINS** (opposite), one of Britain's biggest movie box-office draws, is a man whose craggy charms come from a balanced diet of brain and British brawn. (He has never been to Hollywood.) In America, his reputation rests partly on a series of strong parts in such movies as *The Prisoner*, in which he played the Interrogator, and partly on the release of his older movies to TV's "Late Show." When Hawkins was only fourteen he read, for his first rôle, to someone he remembers as "a red-bearded gentleman who jumped up and down and seemed rather ridiculous," but who gave him the rôle of page in the first London production of *St. Joan*. The bearded one: George Bernard Shaw. Later, Hawkins toured with Dame Sybil Thorndyke and his own governess-tutor, Miss East, in Shakespearean repertory in which he played boy parts and Sir Laurence Olivier and Sir Carol Reed carried spears. In 1929 he came to New York for the run of *Journey's End:* "Imagine being in New York at eighteen with two hundred dollars a week and no Miss East." For the next ten years until the war, he acted on the London stage, doing solid classics, relieved by bracers of farce. After his war life came those movies which add to the enchantment and the Trendex of the Late Show. He has only directed once in London, but that once was *The Lady's Not for Burning*, by Christopher Fry. Recently Hawkins said: "Every time a Navy, Army, or Air Force part comes up, they throw it at me; there's nothing left now but the Women's Services."



## Countess Beatty

carries her own mark of beauty—
intelligent vivacity,
luminous skin, feminine sensitive mouth,
and blue eyes, deeply set
under delicately curving brows.
An American, she is married to Earl Beatty,
lives at Astrop Park, Northampton, and in London.



PENN



Vicomtesse de Ribes
carries her own mark of beauty –
vital fascination,
plus the long slender neck, high cheekbones,
the slanted dark-green eyes
of an early polychrome Gothic figure.
She is married to the Vicomte de Ribes,
and lives in Paris.

# GROWING

Robert Quick, coming home after a business trip, found a note from his wife. She would be back at four, but the children were in the garden. He tossed down his hat, and still in his dark business suit, which he disliked very much, made at once for the garden.

He had missed his two small girls and looked forward eagerly to their greeting. He had hoped indeed that they might, as often before, have been waiting at the corner of the road, to flag the car, and drive home with him.

The Quicks' garden was a wilderness. Except for a small vegetable patch near the pond, and one bed where Mrs. Quick grew flowers for the house, it had not been touched for years. Old apple trees tottered over seedy laurels, unpruned roses. Tall ruins of dahlias and delphiniums hung from broken sticks.

The original excuse for this neglect was that the garden was for the children. They should do what they liked there. The original truth was that neither of the Quicks cared for gardening. Besides, Mrs. Quick was too busy with family, council, and parish affairs, Quick with his office, to give time to a hobby that bored them both.

But the excuse had become true. The garden belonged to the children, and Quick was even proud of it. He would boast of his wild garden, so different from any neighbour's shaved grass and combed beds. It had come to seem, for him, a triumph of imagination; and this afternoon, once more, he found it charming in its wildness, an original masterpiece among gardens.

And, in fact, with the sun just warming up in mid-May, slanting steeply past the trees, and making even old weeds shine red and gold, it had the special beauty of untouched woods, where there is still, even among closely farmed lands, a little piece of free nature left, a suggestion of the frontier, primaeval forests.

"A bit of real wild country," thought Quick, a townsman for whom the country was a place for picnics. And he felt at once released, escaped. He shouted, "Hullo, hullo, children."

There was no answer. And he stopped, in surprise. Then he thought, "They've gone to meet me—I've missed them." And this gave him both pleasure and a dismay. The last time the children had missed him, two years before, having gone a mile down the road and lain in ambush behind a hedge, there had been tears. They had resented being searched for, and brought home; they had hated the humiliating failure of their surprise.

But even as he turned back towards the house, and dodged a tree, he caught sight of Jenny, lying on her stomach by the pond, with a book under her nose. Jenny was twelve and had lately taken furiously to reading.

Quick made for the pond with long steps, calling, "Hullo, hullo, Jenny, hullo," waving. But Jenny merely turned her head slightly and peered at him through her hair. Then she dropped her cheek on the book as if to say, "Excuse me, it's really too hot."

And now he saw Kate, a year older. She was sitting on the swing, leaning sideways against a rope, with her head down, apparently in deep thought. Her bare legs, blotched with mud, lay along the ground, one foot hooked over the other. Her whole air was one of languor and concentration. To her father's "Hullo," she answered only in a faint muffled voice, "Hullo, Daddy."

"Hullo, Kate." But he said no more and did not go near. Quick never asked for affection from his girls. He despised fathers who flirted with their daughters, who encouraged them to love. It would have been especially wrong, he thought, with these two. They were naturally impulsive and affectionate—Jenny had moods of passionate devotion, especially in the last months. She was growing up, he thought, more quickly than Kate and she was going to be an exciting woman, strong in all her feelings, intelligent, reflective. "Well, Jenny," he said, "what are you reading now?" But the child answered only by a slight wriggle of her behind.

Quick was amused at his own disappointment. He said to himself, "Children have no manners but at least they're honest—they never pretend." He fetched himself a deck chair and the morning paper, which he had hardly looked at before his early start on the road. He would make the best of things. At fifty-two, having lost most of his illusions, he was good at making the best of things. "It's a lovely day," he thought, "and I'm free till Sunday night." He looked round him as he opened the paper and felt again the pleasure of the garden. What a joy, at last, to be at peace. And the mere presence of the children was a pleasure. Nothing could deprive him of that. He was home again.

Jenny had got up and wandered away among the trees; her legs too were bare and dirty, and her dress had a large green stain at the side. She had been in the pond. And now Kate allowed herself to collapse slowly out of the swing and lay on her back with her hair tousled in the dirt, her arms thrown apart, her small dirty hands with black nails turned palm up-

# UP By Joyce Cary

At this moment, Cary has been superbly reviewed for two of his works: one, his novel, *A House of Children,* the golden amusing story of happy children in a happy childhood—they exist unthinkingly in what they do not know is bliss. The other, his novel, *Mister Johnson,* the story of a joyous eighteen-year-old Nigerian, "a Government clerk for the King," who thinks he is an Englishman—"a rich and powerful man," has been shaped by Norman Rosten into fascinating but miscellaneous theatre to the delight of New York audiences.

wards to the sky. Her cocker bitch, Snort, came loping and sniffing, uttered one short bark and rooted at her mistress' legs. Kate raised one foot and tickled her stomach, then rolled over and buried her face in her arms. When Snort tried to push her nose under Kate's thigh as if to turn her over, she made a half kick and murmured, "Go away, Snort."

"Stop it, Snort," Jenny echoed in the same meditative tone. The sisters adored each other and one always came to the other's help. But Snort only stopped a moment to gaze at Jenny, then tugged at Kate's dress. Kate made another more energetic kick and said, "Oh, do go away, Snort."

Jenny stopped in her languid stroll, snatched a bamboo from the border, and hurled it at Snort like a spear.

The bitch, startled, uttered a loud uncertain bark and approached, wagging her behind so vigorously that she curled her body sideways at each wag. She was not sure if this was a new game, or if she had committed some grave crime. Jenny gave a yell and rushed at her. She fled yelping. At once Kate jumped up, seized another bamboo and threw it, shouting, "Tiger, tiger."

The two children dashed after the bitch, laughing, bumping together, falling over each other and snatching up anything they could find to throw at the fugitive, pebbles, dead daffodils, bits of flowerpots, lumps of earth. Snort, horrified, overwhelmed, dodged to and fro, barked hysterically, crazily, wagged her tail in desperate submission; finally put it between her legs and crept whining between a broken shed and the wall.

Robert was shocked. He was fond of the sentimental foolish Snort, and he saw her acute misery. He called to the children urgently, "Hi, Jenny—don't do that. Don't do that, Kate. She's frightened—you might put her eye out. Hi, stop—stop."

This last cry expressed real indignation. Jenny had got hold of a rake and was trying to hook Snort by the collar. Robert began to struggle out of his chair. But suddenly Kate turned round, aimed a peastick at him and shouted at the top of her voice, "Yield, Paleface." Jenny at once turned and cried, "Yes, yes—Paleface, yield." She burst into a shout of laughter and could not speak, but rushed at the man with the rake carried like a lance.

The two girls, staggering with laughter, threw themselves upon their father. "Paleface—Paleface Robbie. Kill him—scalp him. Torture him."

They tore at the man and suddenly he was frightened. It seemed to him that both the children, usually so gentle, so affectionate, had gone completely mad, vindictive. They were hurting him, and he did not know how to defend himself without hurting them, without breaking their skinny bones, which seemed as fragile as a bird's legs. He dared not even push too hard against the thin ribs which seemed to bend under his hand. Snort, suddenly recovering confidence, rushed barking from cover and seized this new victim by the sleeve, grunting and tugging.

"Hi," he shouted, trying to catch at the bitch. "Call her off, Kate. Don't, don't, children." But they battered at him, Kate was jumping on his stomach, Jenny had seized him by the collar as if to strangle him. Her face, close to his own, was that of a homicidal maniac; her eyes were wide and glaring; her lips were curled back to show all her teeth. And he was really strangling. He made a violent effort to throw the child off, but her hands were firmly twined in his collar. He felt his ears sing. Then suddenly the chair gave way—all three fell with a crash. Snort, startled, and perhaps pinched, gave a yelp, and snapped at the man's face.

Kate was lying across his legs, Jenny on his chest; she still held his collar in both hands. But now gazing down at him, her expression changed. She cried, "Oh, she's bitten you. Look, Kate." Kate, rolling off his legs, came to her knees. "So she has, bad Snort."

The girls were still panting, flushed, struggling with laughter. But Jenny reproached her sister, "It's not a joke. It might be poisoned."

"I know," Kate was indignant. But burst out again into helpless giggles.

Robert picked himself up and dusted his coat. He did not utter any reproaches. He avoided even looking at the girls in case they should see his anger and surprise. He was deeply shocked. He could not forget Jenny's face, crazy, murderous; he thought, "Not much affection there—she wanted to hurt. It was as if she hated me."

It seemed to him that something new had broken into his old simple and happy relation with his daughters; that they had suddenly receded from him into a world of their own in which he had no standing, a primitive, brutal world.

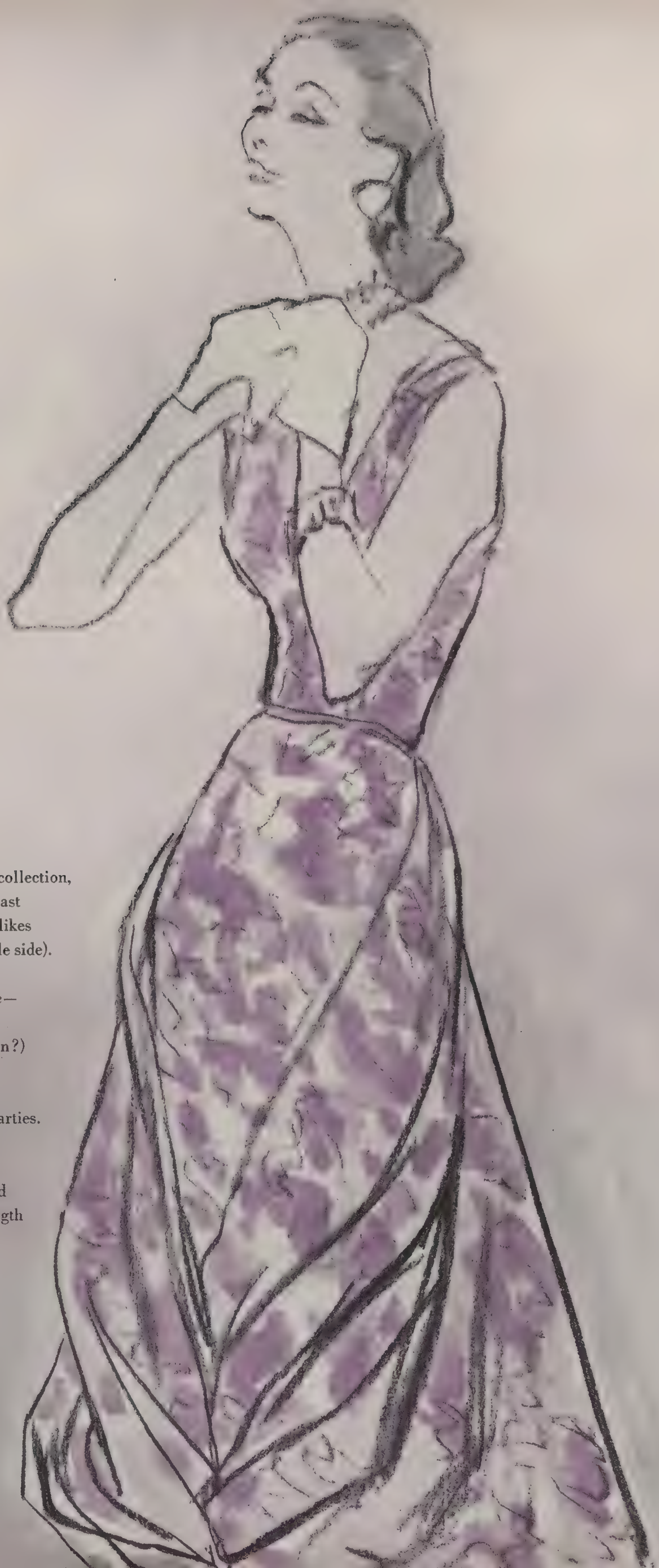
He straightened his tie. Kate had disappeared; Jenny was gazing at his forehead and trying to suppress her own giggles. But when he turned away, she caught his arm, "Oh Daddy, where are you going?"

"To meet your mother—she must be on her way."

"Oh, but you can't go like that—*(Continued on page 160)*



Mainbocher's
mauves



Deliciously present in the Mainbocher collection, pinks and blues with a definite mauve cast (wonderful casting for the woman who likes her pastels—but likes them on the subtle side). *Left:* Mauve silk surah late-day dress with an interesting way of being simple—the classic Mainbocher slenderness with discreet high neckline, bare (golden?) arms, and an intricate twist of fabric across the bosom. Made to order, and a beautiful choice for summer cocktail parties. *Right:* Mauve-printed silk taffeta dress made to order for small evenings. Here, skirt fullness drawn in and curled under at the hemline; hemline, day-length at the front, a touch longer at the back.



Balenciaga

# Paris in black and white

Most Parisian of looks always, and important news in the collections now: black and white with these new proportions—
the black used in strong, beautiful bravura strokes, with small, dazzling, very feminine additions of white.

*Opposite:* Black silk shantung, and a white tulle toque sprouting a rose—
a Balenciaga look for late day and later. The cape is exactly the same length as
the tunic of the bare-necked dress underneath, and nearly as slender in line.

*Below:* Black and white and a surprise—Givenchy's late-day wool sheath that's cut to a
deep V at the back, but so bloused thereabouts that it looks caped when seen from the front.
The white hat for this black dress: the most feminine of fezzes—
entirely of white glazed percale petals. Dress and hat, in America at Eaton's of Canada.



# Two Paris couturiers: New York visit

Something new in New York: the showing, here, of the spring collections of Balenciaga and Givenchy.
The fashions came by the plane-load, showed themselves for one night
at the Ambassador Hotel for the benefit of the American Hospital in Paris—and flew back.
News from Balenciaga's collection, shown above; Givenchy's, below and right.

## Balenciaga



White organdie, red faille



High-tied tunic



Princesse tunic over lace



Back-fitting wide coat

RICHARD BRUGUIÈRE



Bulky tunic, slim skirt



Evenings: elegant, Empire



Silk slither, newly moulded

PIERRE ANDRÉ



High-cut black chiffon



Suit; back-buttoned panel



Pyramid panel, evening line



Scissor-line wrapped dress



Slim sheath, newly bloused

## Givenchy

Straight coat, scissor panel



Low-bloused tunic suit



*Right:* Givenchy's black net cape
floating over white lace.

HENRY CLARKE





# Lace in Paris: printed, pleated

Above, the newest evening print a woman could take out of her closet—printed lace. This, from Heim: hundreds of black clover blossoms printed on a field of white Chantilly lace. It's a year-round look as fresh as a growing thing (which, incidentally, is what the fashion for lace seems to *be*). The dress, here at Bergdorf Goodman.



HENRY CLARKE

Above, lace pleated, tailored, un-bouffant—an enchanting piece of news at Patou.
Notice the bodice: so subtly curved that while technically it's strapless,
visually it's far from bare. White point de Leon lace with a row
of white satin bows and this promise: endless usefulness
(with lace, the season never ends). This dress, here at Bonwit Teller.

# New beach life:

PENN



# black and white shells



The news on the beaches, in brief: black and white *costumes* (not too big a word for organized looks like these), washed-clean and smoothed. *Left:* A white linen shirt that could jacket any beach suit as well as its own - which happens to be a black linen sheath cut in one piece. Shirt, $17; play suit, $15. Both, by Toni Owen, of Moygashel linen. At Altman's; Hudson's; Frederick & Nelson. The beach bag: Anne Davis. Velvet-tied beach hat: William J. *Right:* Sailcloth beach coat, a cut that's as bare as it can be - and still be good cover. Inside *this* shell, a bathing suit (two pieces of black and white cotton poplin). Coat, in Wellington Sears fabric, about $13; suit, about $16. By Masket Bros. Wicker cartwheel: Dior-New York. Everything: Lord & Taylor. Costume, also at L. S. Ayres; I. Magnin.



VOGUE PATTERN 8844

# Make your own beach life:

Vogue's new printed and perforated Patterns—easiest sewing in the world



VOGUE PATTERN 8883



VOGUE PATTERN 8871



VOGUE PATTERN 8884



VOGUE PATTERN 8803



PRIGENT

VOGUE PATTERN 8871

Vogue Pattern 8844. A lean pair—nice for after-beach hours: grey Anglo wool flannel slacks, bright white linen overblouse (Tootal Tebilized linen). Capezio linen flats. Vogue Pattern 8871. Separates in separate printed cottons, each print more or less yellow and orange. Tebilized cottons, by Hanora. Flashing gilt jewellery, by Monet. Vogue Pattern 8883. Sleek lines on this bathing suit—blazer stripes, on Hanora Tebilized cotton. Not shown, but included: a short fitted beach coat that's striped, too. Vogue Pattern 8884. Beach smock you might add to a black beach suit (see page 132) or match with its own two-piece suit made of Wm. Lind white bird's-eye piqué. Vogue Pattern 8803. A short cut (sewing as well as travelling)—a beach kimono that could double as a housecoat. It's blazer-striped (and that's no accident—some of the best beach fashion is, now) in a cotton by M & W Thomas. Another Oriental cut: Bartek earrings. Vogue Pattern 8871. Abbreviated version (in length, anyway) of the white linen, grey flannel costume shown opposite. Tootal and Anglo made the linen, wool respectively. Monet bracelet. Lugene sunglasses. Vogue Pattern 8886. In the sun again: three-piece costumes with a hand-span of skin showing midway. Here: brief bolero, brief shorts, a huge skirt—all, in cool-looking red and white checks widely spaced, too. Hope Skillman cotton. Vogue Pattern 8864. Tanning beautifully: one way—in a brown-on-brown cotton faille costume. The bathing sheath's covered here by a sheathy jacket slit up the side. The stiffish cotton, by Pavillon. Earring clusters, by Castlecliff. *Back views, all details: page 174.*



VOGUE PATTERN 8886



VOGUE PATTERN 8864





# Figure-maker:
# the new black sea shell

Good look on the beaches this summer: the shell bathing suits—all black, obviously among the best figure-makers on land or sea. *Left:* Where the Empire line forms—in an elasticized faille bathing suit. The dress-bodice top winds up in wearable shorts—a nice long distance, too. By Gantner, of Celanese acetate and Lastex. $13. Suit, Monet bracelets: Bloomingdale's. Suit, also The Broadway. *Below:* Black worsted jersey bathing suit borrowing the "little black dress" idea—the line is everything. There's a built-in brassière, this pretty (and effective) girdling: waist bands cross to the back and button there, smoothing the hips. By Reel-Poise, in Sag-No-Mor jersey. $23. Suit, Bartek jewellery: Saks Fifth Avenue. Suit, also at Hutzler's. Helping the sun tan: sun lotion. *Right:* Beach shell, with buttons (and a zipper)—a bathing suit of Celanese acetate and Lastex faille that keeps command of its figure (yours) in or out of the surf. Suit, by Rose Marie Reid, in a Warshow fabric, $20. Suit, jewellery: Lord & Taylor. The bathing suit's also found at Julius Garfinckel; I. Magnin.





PHOTOGRAPHS BY PRIGENT AT HOTEL HAMACA, BOCA CHICA, DOMINICAN REPUBLIC



## The shell suit: striped, knitted

The news here: bathing suits knitted, striped, slender as their owners (small warning voice department). Both are swimmers' suits—and those of beauties. *Right:* Lengthened T-shirt knitted of cotton and Lastex and striped like undersea life. Part of its swimming apparatus: deep-set straps, a little skirt at the front. By Catalina. $15. At Macy's; Hudson's; Dayton's; J. W. Robinson. "Dashing" lipstick, cased in bamboo, by Lilly Daché. *Left:* From Italy, for U.S. beaches—a navy-blue and white knitted wool maillot superb on the figure that's its equal. The shape's everything in this suit: high-cut at the thighs, low-backed. Suit by Dazza-Tremelloni. About $23. At Bonwit Teller.



PRIGENT

COFFIN





# The two-day beauty retreat

The two-day beauty treatment is one of the best beauty treatments possible. And that's just it—it's possible. First thing needed: two days of privacy, total or comparative. The purpose: to accomplish several specific things . . . to clear rough skin areas, to deeply cleanse a complexion, to lose three pounds, to put a gleam in a coiffure, to evaluate freshly good points, and to see—clearly—what needs fixing. And today it's doubly possible because the new cosmetics work strongly and quickly, diets are precise. If a woman has kept herself in pretty fair condition all during the year, these occasional thorough and concentrated treatments can be wonder-workers.

Privacy guaranteed, this is the idea: for the entire 48 hours, no make-up and no nail enamel. Two reasons for this. The first reason for these bare-faced 48 hours: to get a good unvarnished look at the situation—as is; to break the pattern of the over-familiar shade of make-up, and the habit of judging one's figure—girdled. The findings? Perhaps the need for a two-day liquid diet (Vogue has one; just ask for it by mail). The need for an established exercise habit (see Vogue's plan for this in the February 15 issue). The need for massage—one of the best friends diet and exercise ever had. If a woman wants the experts to supervise her retreat, Helena Rubinstein gives an effective course of massage preceded by exercise and heat. And Lucille Bouchard includes in her body treatment a session in a *dry* steam room that helps to purge the body of toxins, without enervating. Also: there's time to concentrate on the body's surface—rough or sluggish areas. Lanolin Plus is a good over-all treatment, and if there are particularly rough areas (clogged pores, really), Helena Rubinstein's Beauty Grains really buff rough spots away. For further polish, at heel and elbow—a really fine-grained pumice stone.

Now, the second reason for this stark look at one's self: a woman's face without make-up offers a golden opportunity for many and deep cleansings. One new one is a post-cleansing lotion called "Entrance," developed by Endocreme to withdraw the very last residue of soil from the skin. Recommended on a clean skin: frequent splashings of Frances Denney neutralizing lotion, "ABC," that helps the skin to balance itself. For the woman whose complexion needs professional help, Janet Sartin does a skin purging that is quite remarkable (and which ends up with a masque that really seems to tighten up cleansed pores); and for a home beauty retreat, use a masque at least once a day, and this is the moment to extend it to neck, chest, and shoulders. (They usually get pretty casual treatment and they really deserve better.) Charles of the Ritz has a "Mask Revenescence" that is good for almost any adult skin. (All masques taken lying down, please.) Two days without nail enamel allow this: frequent buffing and as-frequent-as-you-like applications of cuticle cream. Revlon has one that contains white iodine—nails love it.

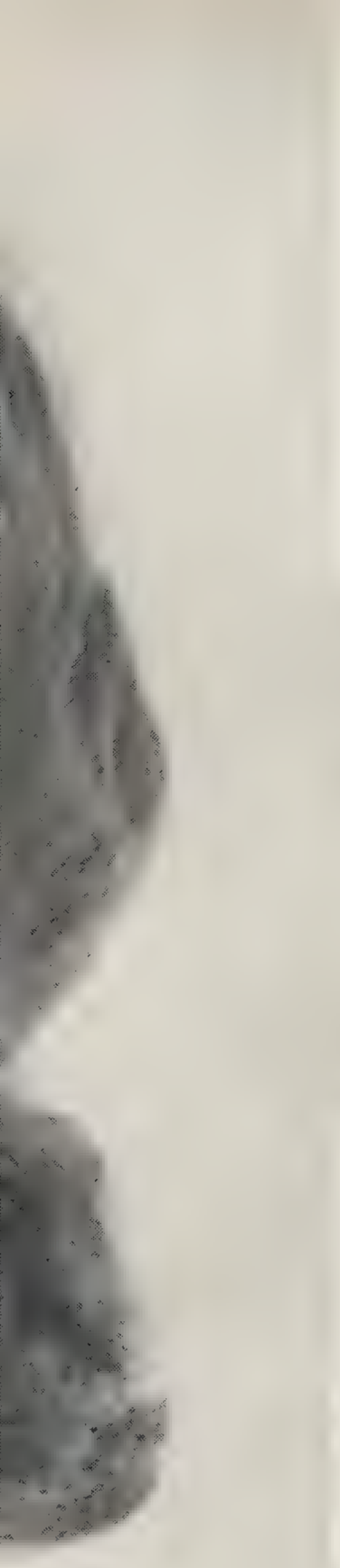
If she really sets her mind to it, and doesn't break a single "appointment" with herself, a woman can *angle* a three months' beauty effort, in two days' time.

## New colour treatment

*Left:* Responsible for the brilliance of the lips is a newly designed formula. Its original goal—to combat the colour-killing effect of television lighting. Now the news is that the same formula has been released to us mortals. It's Max Factor's glistening new "Hi-Fi" lipstick, and comes in nine dazzling shades—that stay that way. More colour: the green satin enchantment turned into hat by two roses. This, by Adolfo of Emme. Hat, also at L. S. Ayres; I. Magnin. Bracelet, ring, earrings: mostly sapphires, diamonds, and gold, all by David Webb.

KAREN RADKAI

KAREN RADKAI





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8

1. Delicious floral, Dana's "Ambush" cologne.
2. Classic choice, "No. 5" cologne by Chanel.
3. A world of dazzle, Dior's "Miss Dior."
4. Lily of the valley, Caron's clear "Lotion Muguet du Bonheur."
5. A spicy floral, Nina Ricci's "L'Air du Temps."
6. Freshness, intact: Lancôme's "Lavandes."
7. Enough said—it's Lanvin's "Arpège."
8. Smooth and enduring, it's Corday's "Fame."

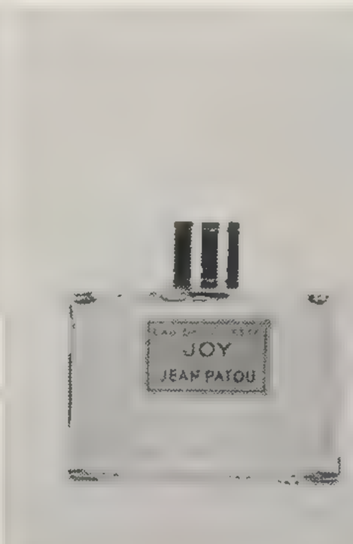
# Summer's lighter scents: apply with both hands



9



10



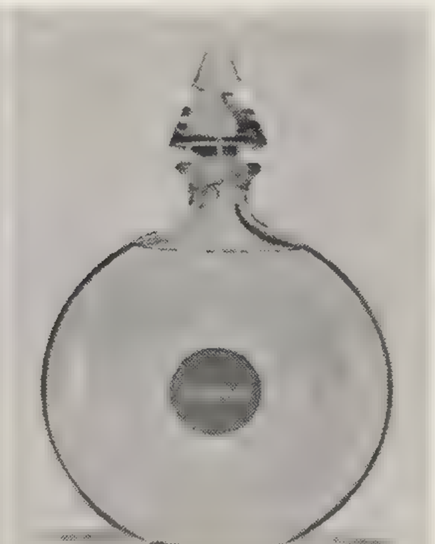

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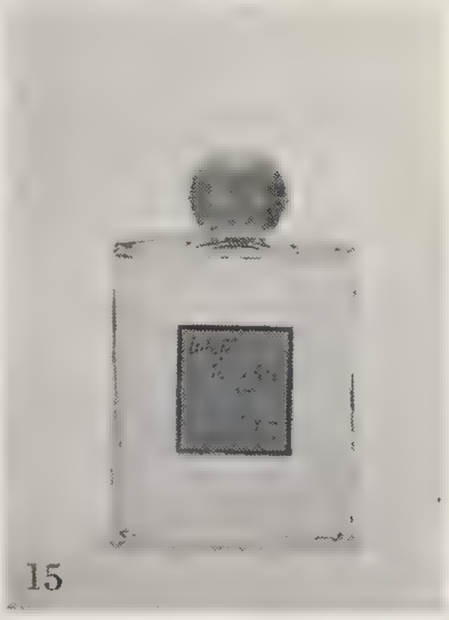


13



14

9. A white garden: Jean d'Albret's soft "Ecusson."
10. A gentle blending by Yardley, "Bond Street."
11. No richer eau de toilette: Jean Patou's "Joy," all rose and jasmine.
12. Lively spring bouquet, Germaine Monteil's clear "Frou-Frou."
13. A sunny garden, in Raphael's "Réplique."
14. Intensity, spices: Guerlain's "Shalimar."
15. A huge bouquet, Evyan's "White Shoulders."



15

On these pages, the summer delight that is *almost* as light on the budget as sunshine: the fine colognes and toilet waters that make any summer locale you're in the centre of a garden. Lucky thing lots of these fragrances are quart size, because these luxuries are for generous application (scatter those rosebuds—widely) even though heat expands their bouquet—sometimes almost to perfume strength.

# Chanel's fabulous fakes

They're here en masse—the big, beautiful, bravura "jewels" designed by Chanel, made in Paris by Gripoix, and ready now in America (see below).

*Necklace, above left:* A rich coil of colour. Fake emeralds and sapphires set in gilt and in motion—everything overlaps with complete mobility.

*Earrings, above:* Chips of tinted ice—dark blue, deep green, rhinestone.

*Necklace, directly above:* The new rope trick by Chanel—fake pearls and emeralds; multi-stoned pendants.

*Pin, left:* A sunburst ruby, big as life, nowhere near as real. Central figure: a rhinestone circle.

*All:* In America at the Lilly Daché Boutique.

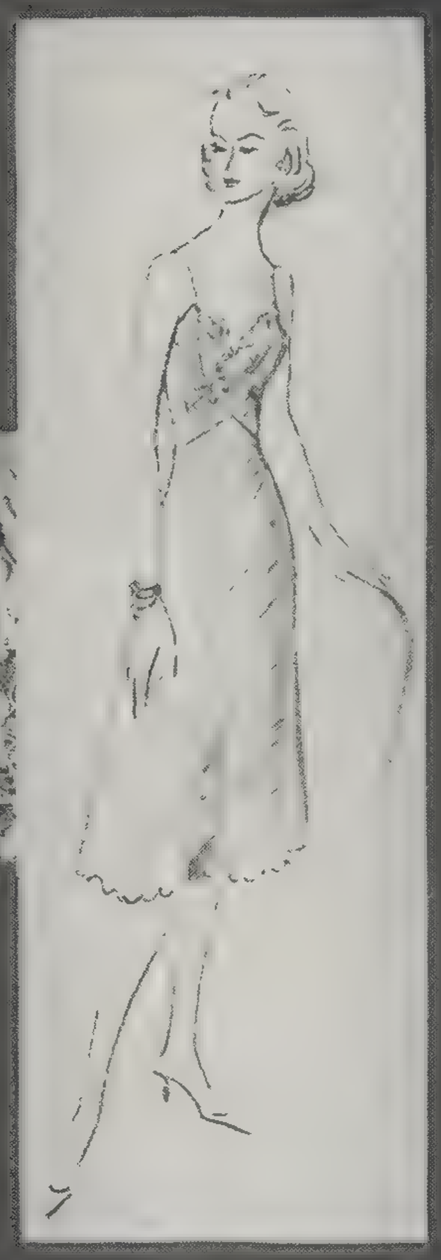
GRIGSBY

# Blonde's new golden look

Here, goldness and blondeness
planned together for an evening look
that's strong in its fashion, cosmetic
in its effect, and almost electric
in its windup—the stocking seam:
threaded very, very delicately
with golden thread. The dress,
pleated blonde silk chiffon,
belted with suède;
by Filcol, about $90.
Shoes, gilt buffed on white
suèded kidskin, by Julianelli.
Stockings by Mojud.
Dress and stockings,
at Gunther Jaeckel; Hutzler's;
Neiman-Marcus; I. Magnin.
Shoes at Lord & Taylor.

LEOMBRUNO-BODI

# Veiling its strength: nylon lace



Most of the lingerie on these four pages looks as though a harsh word would blow it away: it's fragile, filmy—and afoam with lace. But don't let its Edwardian delicacy dismay you: all modern conveniences are here—easy washing, no ironing, iron strength in the lace (all of which is nylon, with this news: it's now being made in every famous lace pattern—softly and prettily).

*Photographed, far left:* Possibly the world's most becoming neckline, the wide deep V, lightly established with rows of nylon Alençon lace by Arnetex; the rest of the floor-length nightdress, white nylon tricot. By Kayser, $15. Best's; Hutzler's; Hudson's.

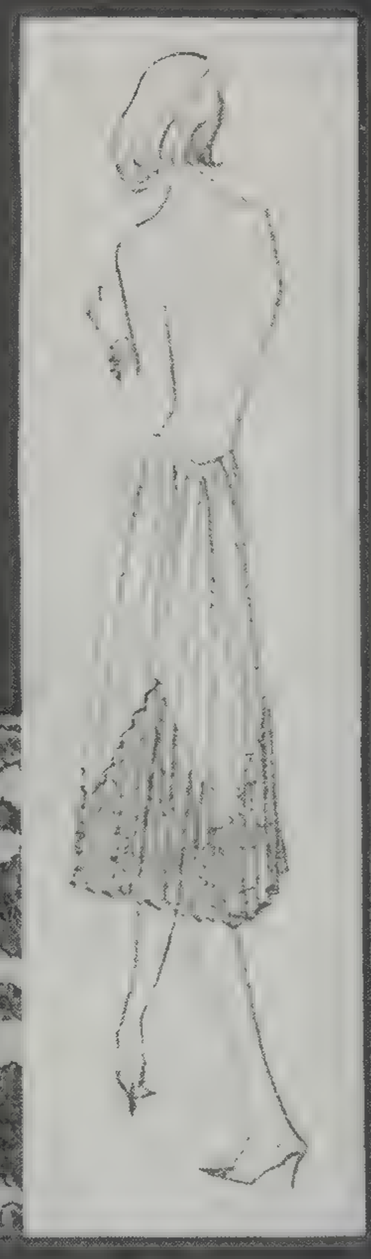
*Sketched, directly left:* A slip (so light a breeze could blow it to China), of white cotton georgette, with nylon Alençon lace at the bosom. By Hatab, $13. Bergdorf Goodman.

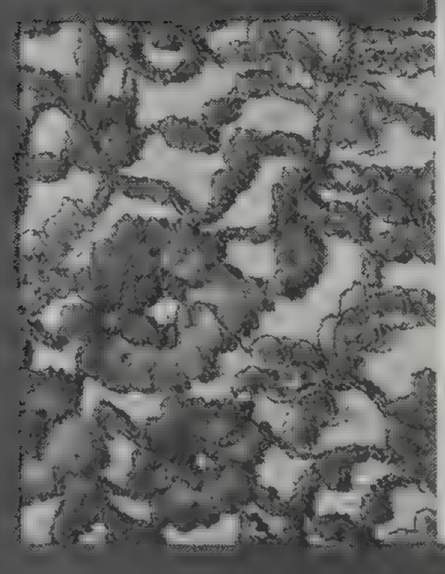
*Below, left:* Half-slip (here, half-lace) for almost any skirt but a sheath. Cocoa-coloured nylon Chantilly lace appliquéd on a slender pillar of beige nylon tricot pleats. By Saramae, $16. Best's; Burdine's.

*Directly below:* To underwrite every cotton dress you own—a narrow princesse slip of blended Dacron, cotton, and nylon batiste, banded with nylon Valenciennes lace. By Fischer, $13. Lord & Taylor.

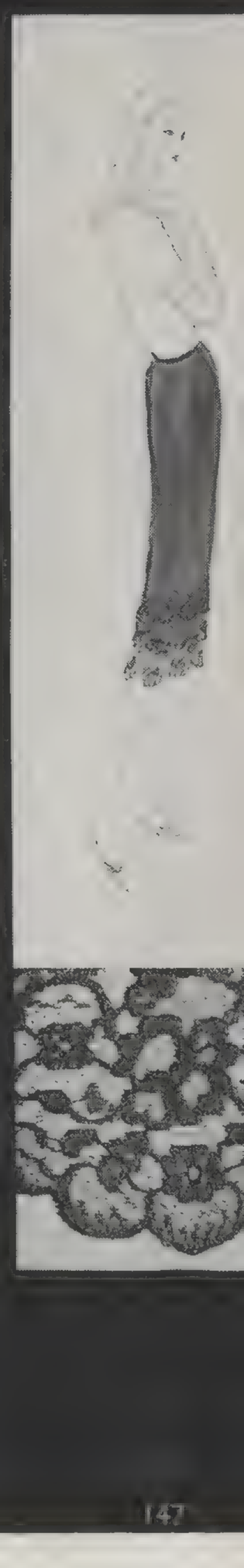
*Right:* Black nylon tricot half-slip; nylon Alençon lace circling (grandly) three times round the hem. By Van Raalte, $7. Altman's; Dayton's.











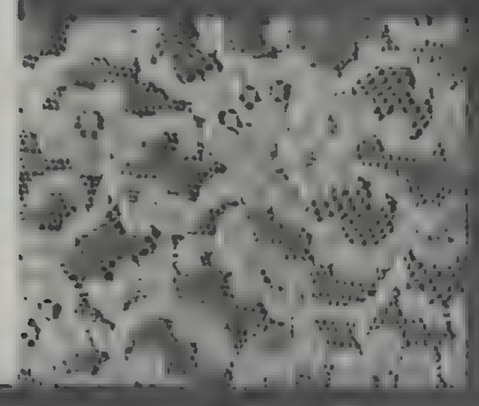
KAREN RADKAI

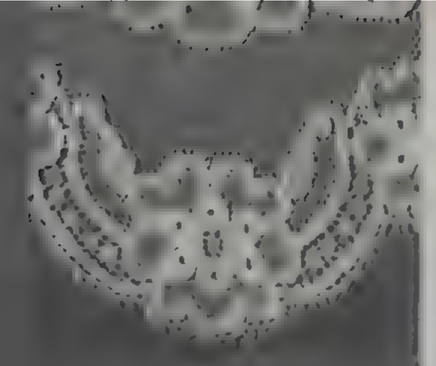
# Lace

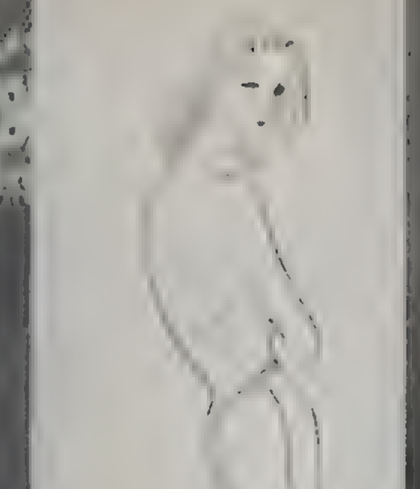
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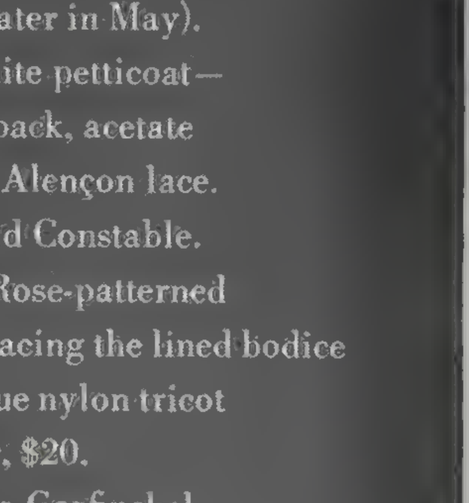






*Photographed, left:* Empire bodice, entirely lace (nylon Alençon), on a poetic pale-blue nightdress of nylon crêpe. Nylon velvet ribbons. By Hatem, $35. Henri Bendel; Neiman-Marcus.
*Sketched, above left:* The slip for sheaths—itself a sheath of white nylon, Dacron, and rayon crêpe; the camisole top, nylon Valenciennes lace. By Barbizon, $6. Lord & Taylor (available later in May).
*Sketched, above right:* White petticoat—its front, nylon tricot; its back, acetate taffeta—hemmed in nylon Alençon lace. By Mary Baron, $4. Arnold Constable.
*Sketched, directly right:* Rose-patterned nylon Valenciennes lace tracing the lined bodice and wide hem of a pale-blue nylon tricot sheath slip. By Vanity Fair, $20. Saks Fifth Avenue; Julius Garfinckel.
*Photographed, far right:* White nylon Chantilly lace at the throat, sleeves, of a fingertip-length nylon tricot peignoir. By Yolande; the lace by Zendman, $17. Best's; Sakowitz; I. Magnin.
(Hovering around it might be a delicate, delicious scent—Evyan's "White Shoulders.")









KAREN RADKAI

# Bloomer girls–
# 1956 version



DIANE AND ALLAN ARBUS




For wearers who spend
more time on their heads
than their heels:
bloomers are back—
with dresses in the bigger,
more strenuous size ranges.
(They've been marooned in
toddlers' sizes for years.)
Here, they're working out on
that fine device: a Gym-Dandy,
from F. A. O. Schwarz.
1. Feet in air:
Rose-strewn dress of white
Stoffel bird's-eye piqué;
pink cotton broadcloth
bloomers. By Florence Eiseman.
Sizes 3 to 6x. About $17.
2. Swinging: Pink and white
pinafore dress, solid-pink
bloomers, of Peter Pan
chambray edged with
embroidery. By Sunny Lee.
Sizes 3 to 6x. About $6.
3. Perched on top: A dress
that looks fresh no matter
*what*—blue and white
striped Peter Pan cotton
broadcloth; bloomers to
match. By R. A. R.
Sizes 7 to 14. About $8.
4. Head over heels (this,
shown right side up on
page 64). Dress and
bloomers of cotton seersucker,
checked in pink and white.
By Johnston of Dallas.
Sizes 7 to 10. About $10.
5. On the flying rings (but
pretty enough for indoor
parties)—a sashed dress,
matching bloomers of
pink cotton broadcloth,
lace-edged. By Suzy Brooks.
Sizes 3 to 6x. About $8.
6. Dangling:
Tucked-front dress, useful
(here!) bloomers, of pale
green Lowenstein cotton
lawn. By Tiny Town Togs.
Sizes 7 to 12. About $8.
*All dresses: Best's;*
*Hutzler's;*
*Neiman-Marcus; I. Magnin.*
*All shoes: Best's.*



Veiling a hand: fabric woven of new Supima cotton

# Cotton that's a shadow of its former self

*Facing page:* One of the cool breezes blowing from a new quarter—the Southwest. From this region comes a new extra-long-staple cotton called Supima. Strong, silky, resilient, it can be spun into fabrics so sheer, so shadowy they seem more like breezes themselves. In fact, this one is actually *named* "Breeze." Thin, airy, with the feel and hang of chiffon, it was made by Hope Skillman of the new Supima fibre. Here, it's used for a long-sleeved, full-skirted dress, misty-pink with a black and white print silk surah midriff. By Vera Maxwell; about $50, at Lord & Taylor; Famous-Barr; Neiman-Marcus. Shown again, above—the fabric, the gilt bracelet; this, by Bartek. $8*. Lord & Taylor. *This page, right:* This black linen sheath dress isn't wearing its own shadow. What it *is* wearing is a thin-as-air coat made of two layers of Stoffel black cotton organdie (another of this summer's breeze-thin cottons). Costume, by Donald Brooks-Darbury. Dress, of Adams linen, $25; coat, $40. Junior sizes. Lord & Taylor; Wanamaker's, Phila. Van Raalte gloves, both pages: Lord & Taylor. Sally Victor hats.

*PLUS TAX

COFFIN







# Summer shoe news

On these four pages, news of the shoe that's *not* an everyday occurrence: the summer shoe that's special, that's interesting in itself—that's meant to be used as a tonic, not a basic.

**Slipper chintz** Above, shoe in flower in a new way—it's the first time chintz has been used in quite this way (and away up under the instep, notice?). For? Red linen dresses, red cotton chiffon, pink linen, possibly yellow voile. By Evins, with a kidskin collar, a black sole, $45.

I. Miller; Neiman-Marcus; I. Magnin. Sheer, durable twin-thread stockings: Bur-Mil Cameo.



**Slipper linen** Above, a part of the new fashion for summer red—the new summer *cooler*. This, cool, with credit first to the linen, second to the shade of red (bright, not brash), third to the glint of black patent leather. To wear with? Red and white silk, linen, or gingham; black and white checks; a black knitted cotton dress. By Margaret Jerrold, in Moygashel linen. About $22, at Lord & Taylor; Woolf Brothers; Joseph Magnin. The stockings, with hidden heel reinforcement: by Bryans.

LEOMBRUNO-BODI




**White with brown,** establishing the fashion for spectator shoes with new markings.
To be worn—never in town, daily in the country.
*Left:* Soft grained-leather shoe, brown pseudo-leather heel—and fine with pastels.
By Pappagallo; Fleming-Joffe leather. $15. A Miss Bergdorf at Bergdorf Goodman.
*Right:* A grained-leather shoe, shirt-dress speed. This, white-on-white,
with a tailored flange stitched across the toe, a brown heel. By Accent.



**White with black**
Above, a bare rim of black—on a white calfskin shoe for a white costume. By Customcraft, $20. At Neiman-Marcus; I. Magnin.

**White with red** heels—a new way to use red in summer. *Top right:* Straight-lined, red-lined calfskin shoe. By Margaret Jerrold; G. Levor leather, $22. Lord & Taylor.

*In between:* A shoe in between spectator pump and opera pump. By Martinique, in calfskin. $21. At Franklin Simon. *Anchor man:* A spectator pump of matte calfskin (by Davis) with perforations where a classicist expects to see them. By Palizzio. $22. Lord & Taylor.



1

# Week-end wardrobe plan: bag and baggage

Neatly folded inside the bag, above (in the hand of an arriving guest): all the separates shown, ready to perform brilliantly in any near-tropic place. The cotton's anti-wrinkling and everything reverses, mauve to turquoise, multiplying four pieces endlessly. Designer Elizabeth Phelps uses this idea when *she* travels: the baggage in the bag—her Chihuahua!
1. Air-vented over-the-shoulder bag, canvas and brown leather. $40*.
2. Halter top, wrapped skirt, turquoise side out. Halter, $20; skirt, $30.
3. Reversible shirt and shorts, showing turquoise and mauve. Shirt, $15; shorts, $13. Raffia belt, leather-and-bone buckled. $18. William J hat.
4. The halter and skirt (see photograph 2, at left) tied in a new combination. We stopped counting combinations after twelve! Bernardo sandals.
*Clothes*, in Cone gabardine (Dacron-and-rayon), shoes, bag: Lord & Taylor.

*PLUS TAX



2



3



4

COFFIN

# tension...hormones... *and* you



Who would deny that women are leading *two* lives today?

Consider the combination homemaker-office worker. The growing legion of women who cook, scrub, wash, iron, devote time to the P.T.A. and Cub Scouts, do their share to augment the rising birth rate—and try to be serene and doting mates as well.

Such ambidexterity may make one feel young and vital and useful. *But it can also tear a person apart.* More and more, we are all being forced to face up to (and conquer) a ruthless contemporary enemy . . . tension.

**TENSION AGES PREMATURELY**

Today, years alone cannot be blamed for human decline. *Tension* can create chemical changes in your body which will age you long before your time. In the case of women, tension can produce distressing dryness and dullness of the complexion, premature lines and wrinkles—*even in the early twenties.*

**HOW HORMONES HELP OFFSET EFFECTS OF TENSION**

A woman's skin can show strain at *any* age. Her frantic activity, her herculean effort to be all things to all people, will often tell in dark rings under the eyes, in fine tight lines around nose and mouth, in the rough texture of dehydrated facial skin.

This can be helped in a very simple way . . . in the dutiful application of a *fine rich hormone cream.* In a few treatments a marked change can be seen. Texture will improve—become softer, smoother. Color will become fresher, clearer. Lines will start to fade. And little hollows at cheek and chin will fill out.

**ORDINARY CREAMS NOT ALWAYS ENOUGH**

Super-sensitive or "thin" skins or skins dried by tension need the care of a deep nourishing cream. Ordinary lubricating creams or lotions may not be enough.

*The fact is hormone creams work most effectively under the skin surface to deliver the full measure of essential moisture to the skin surface and so iron out premature or established lines and wrinkles.*

If you are in your twenties and have noticed extreme dryness or sensitivity, you might consider using a hormone cream once or twice a week to enrich your skin texture, and to give it more elasticity.

If you are in your thirties or beyond, a hormone cream should be as much a part of your daily health-and-beauty routine as brushing your teeth. For after thirty, the supply of female hormones in most women's bodies begins to diminish and a hormone cream is urgently needed to keep the skin fresh and clear and supple, facial contour clean and firm.

**2 MINUTES A DAY FOR DEEPER, SURER BEAUTY**

Follow this simple plan . . . gently smooth ½ teaspoonful of Endocreme into your skin and slowly massage tense facial muscles. Stroke it carefully upward over your throat and neck. Watch the look of care gradually recede, the fresh healthy color come up softly. Feel the touch of velvet return to your tired cheeks. See the honestly happy glow in your eyes—as you find you're truly beautiful.

**UNMATCHED FOR SHEER EFFECTIVENESS**

After years of intensive research, a medical research-team—including an eminent endocrinologist and a dermatologist—developed the *original* hormone cream *19 years ago.* It was called Endocreme. It became world-famous overnight—and there has never been reason to change its formula one iota.

Nothing has ever been produced which can match the hormone cream for sheer effectiveness. Endocreme is a glorious substance to work with, for it is rich in lanolin and lipoids, and exclusive Activol (specially selected natural estrogens).




Try Endocreme for thirty days. Then you will see why so many women luxuriate in its soothing, untensing action, rejoice in its astonishingly swift results. And above all—enjoy radiant young beauty far beyond any normal expectancy.

*3.50 plus tax for 30 days' supply . . .*
*at department stores and better pharmacies*

**ENDOCREME** a product of Hirestra Laboratories, Inc., 745 Fifth Ave., N. Y.




They'll see it in your face—the blissful comfort, the confidence, the precious sense of feminine well-being. And they'll see it in your figure—the *years-younger* figure that only Wonder-Bra can give you. No need to understand why "diagonal slash" works the wonders it does (although the principles are so fundamental, so ingenious, they have earned a construction patent from the United States Government). Try it on. Feel the difference in fit, in comfort, in the most beautiful lift your figure—and your spirits—have ever known. See the wonder of Wonder-Bra in *your* face.

*Dacron stretch bras in all lengths from $3.50. Other styles in cup sizes A, B, C and D from $2 to $12.50. At these fine stores: Blackton's, New York; Abraham & Straus, Brooklyn; Filene's, Boston; Halle's, Cleveland; Hecht Company, Baltimore; Younker's, Des Moines; McKelvey's, Youngstown; Joseph Horne, Pittsburgh; Miller & Rhoads, Richmond; Nibur, Miami; Bonwit Teller, Philadelphia, or write Wonder-Bra, 135 Madison Avenue, New York 16, N. Y. for name of store nearest you.*




# GROWING UP

*(Continued from page 123)*

we've got to wash your bite."

"That's all right, Jenny. It doesn't matter."

"But Kate is getting the water—and it might be quite bad."

And now, Kate, coming from the kitchen with a bowl of water, called out indignantly, "Sit down, Daddy—sit down—how dare you get up."

She was playing the stern nurse. And in fact, Robert, though still in a mood of disgust, found himself obliged to submit to this new game. At least it was more like a game. It was not murderous. And a man so plump and bald could not allow himself even to appear upset by the roughness of children. Even though the children would not understand why he was upset, why he was shocked.

"Sit down at once, man," Jenny said. "Kate, put up the chair."

Kate put up the chair, the two girls made him sit down, washed the cut, painted it with iodine, stuck a piece of plaster on it. Mrs. Quick, handsome, rosy, good-natured, practical, arrived in the middle of this ceremony, with her friend Jane Martin, Chairman of the Welfare Committee. Both were much amused by the scene, and the history of the afternoon. Their air said plainly to Robert, "All you children—amusing yourselves while we run the world."

Kate and Jenny were sent to wash and change their dirty frocks. The committee was coming to tea. And at tea, the two girls, dressed in smart clean frocks, handed round cake and bread and butter with demure and reserved looks. They knew how to behave at tea, at a party. They were enjoying the dignity of their own performance. Their eyes passed over their father as if he did not exist, or rather as if he existed only as another guest, to be waited on.

And now, seeking as it were a new if lower level of security, of resignation, he said to himself, "Heavens, but what did I expect? In a year or two more I shan't count at all. Young men will come prowling, like the dogs after Snort—I shall be an old buffer, useful only to pay bills."

The ladies were talking together about a case—the case of a boy of fourteen, a nice respectable boy, most regular at Sunday school, who had suddenly robbed his mother's till and gone off in a stolen car. Jenny seated at her mother's feet was listening intently, Kate was feeding chocolate roll to Snort, and tickling her chin.

Quick felt all at once a sense of stuffiness. He wanted urgently to get away, to escape. Yes, he needed some male society. He would go to the club. Probably no one would be there but the cardroom crowd, and he could not bear cards. But he might find old Wilkins in the billiard room. Wilkins at seventy was a crashing, a dreary bore, who spent half his life at the club; who was always telling you how he had foreseen the slump, and how clever he was at investing his money. What good was money to old Wilkins? But, Quick thought, he could get up a game with Wilkins, pass an hour or two with him, till dinner time, even dine with him. He could phone his wife. She would not mind. She rather liked a free evening for her various accounts. And he need not go home till the children were in bed.

And when, after tea, the committee members pulled out their agenda, he stole away. Suddenly, as he turned by the corner house, skirting its front garden wall, he heard running steps and a breathless call. He turned, it was Jenny. She arrived, panting, holding herself by the chest. "Oh, I couldn't catch you."

"What is it now, Jenny?"

"I wanted to look—at the cut."

Robert began to stoop. But she cried, "No, I'll get on the wall. Put me up."

He lifted her on the garden wall which made her about a foot taller than himself. Having reached this superior position, she poked the plaster.

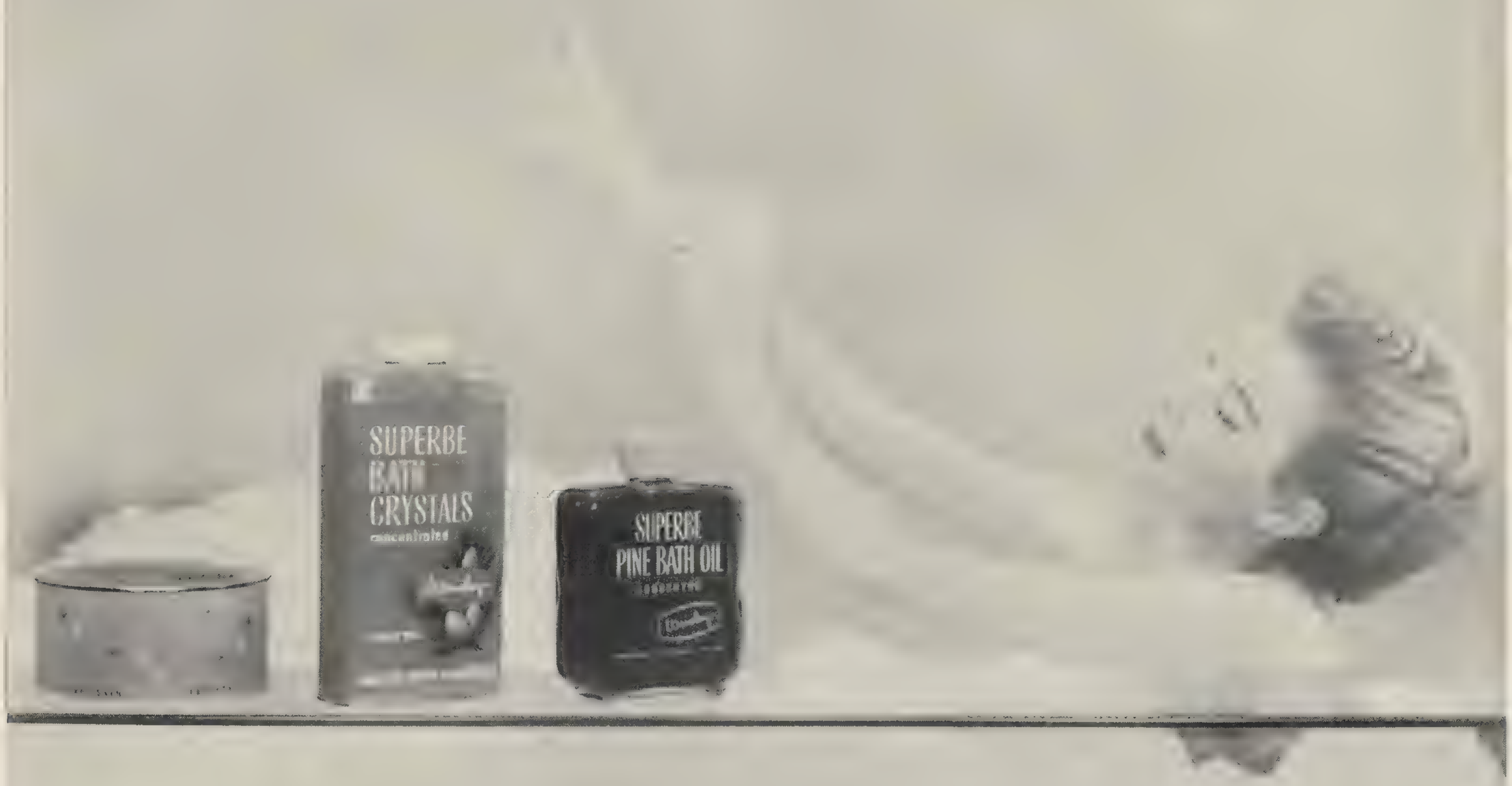
"I just wanted to make sure it was sticking. Yes, it's all right."

She looked down at him with an expression he did not recognize. What was the game, medical, maternal? Was she going to laugh? But the child frowned. She was also struck by something new and unexpected.

Then she tossed back her hair. "Good-bye." She jumped down and ran off. The man walked slowly towards the club. "No," he thought, "not quite a game—not for half a second. She's growing up—and so am I."

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with Wrisley bath cosmetics




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*Superbe Deodorant Bath Powder, Superbe Bath Crystals and Superbe Pine Bath Oil; Bath Superbe Soap and Superbe Bubble Bath. (Also Superbe Bubbling Bath Oil and Superbe After Bath Freshner—not shown.)*



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BY VANITY

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**the 5 ounce girdle you'll forget you're wearing!**

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new Bermuda panty with longer leg, perfect for shorts or slacks **$7.95**

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# Blondness on the list

COFFIN



Five fashions with a new glow of colour—sunny blondness—good to own anywhere. (That's the point, now, of good California clothes in all spheres.) *Left, above:* Stripes for the beach (Atlantic, Pacific) in a little top and a big skirt, both of beige-and-white cotton chambray. Top, $5; skirt, $7. Both, by Koret. These, and the linen Coronet bag: Altman's. The costume also at Himelhoch's. *Left, below:* Cream of the shirt crop—separates in a froth of cotton eyelet the colour of rich cream. Shirt, $11; skirt, $20. Both, by Sir James. Hansen gloves. All: Saks Fifth Avenue.





*Right, above:* Houseboy pants and a matching blond shirt, in Avisco rayon and silk (by Crown). Pants, $10; the shirt, $9. By Fleischman. Saks Fifth Avenue. Oomphies house shoes. *Directly above:* Climate control anywhere—an oatmeal tweed, half silk, half wool, light and warm. Coat, by Smart Set. About $55. Bienen-Davis bag. Both: Saks Fifth Avenue. Coat, also Daniels & Fisher. *Right:* International fashion, this California costume in an Irish linen with a bolero late of Paris. The linen's a beautifully bleached blond. By Peggy Hunt. $60. Saks Fifth Avenue.




Another Lanvin Classic...

Arpège soap

For you, to whom all perfume means Arpège...the incomparable luxury of Arpège soap. Unforgettably scented...it lasts right down to the littlest sliver!

*Three large cakes of Arpège soap in Lanvin's famous black and gold container, $5*




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*for a charmed life*

..."Seul TRÉSOR"

*for a mood of exaltation*

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*Importé de France.*

LANCÔME

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## GERMANY

*(Continued from page 115)*

restoration, carried out by the father of the present owner, has been done with careful taste, and the furniture is a museum collection of mediaeval pieces.

At midnight, guests may or may not see the ghost of the Countess of Orlamünde, known as the White Lady, who sometimes glides up a secret staircase and into the Knights' hall by way of a cupboard. She can not be counted on, perhaps because she also haunts another castle and her time is not her own.

She lived at Lauenstein in the fourteenth century, and the tragedy that will not let her rest is this: widowed, with two children, she fell in love with a neighbouring Prince, who told her that they could not be married because "four eyes" were watching them. The wretched Countess thought he meant her two children and forthwith murdered them both by driving a golden needle through their ears—only to find that the Prince hadn't meant the children at all; he meant his parents, who, quite sensibly, it would appear, were not keen on the Countess.

The one drawback to Lauenstein is its inaccessibility to train travellers. Travellers by car can conveniently make Lauenstein part of a tour to Coburg, the elegant old capital of the Princes of Saxe-Coburg-Gotha and birthplace of Queen Victoria's Albert; Kronach, the well-preserved mediaeval town from which Lucas Cranach came; and Bayreuth (the Wagner festival this year runs from July 24 to August 25). *Burg Lauenstein, Oberfranken, Bayern.* Rates, $4 to $8, including meals.

For tourists without cars, a more accessible and equally impressive guest-castle is Schloss Langenburg, an eleventh-century castle that dominates the walled hilltop village of Langenburg, in the Württemberg area of Germany. The Hohenlohe-Langenburg family have owned this castle almost without a break since 1232.

Entering the castle, one crosses a bridge over a dry moat and arrives in a splendid Renaissance courtyard; on the second floor, a gallery runs along one side of the courtyard, and the rooms given over to paying guests open off the gallery. Every room overlooks a precipitously far-below valley, and is furnished in antiques, with a private-loan exhibition of family portraits on the walls. The gallery itself is chiefly hung with portraits of far and near generations of Hohenlohe-Langenburg ladies—pious ladies, clasping Bibles; plump ones, whose extra chins the artist has kindly shadowed; outdoor types with muskets and hunting dogs.

From deck chairs on the sunny battlements, guests overlook a rose garden and the wonderfully peaceful valley. The last war by-passed this particular region and the view might be the view from the Virgin's window in a mediaeval nativity painting: the winding river, great cranes sitting majestically among the sedges, flocks of sheep, villages in the far distance. Energetic sightseers can make Langenburg headquarters for visits to Rothenburg and Dinkelsbühl, two of the best-preserved mediaeval walled towns in Europe, and to Ansbach, which has a Bach Festival this summer (July 25 to August 1). *Schloss Hohenlohe-Langenburg, Kreis Crailsheim, Württemberg.* Rates, $2.50 to $7 a day, without meals. Pension rates on request.

The town of Rothenburg on the Tauber deserves more than a day's inspection. A charming fifteenth-century fortified manor, Schloss Gebsattel, is open to paying guests and is not more than a few kilometres from the Rothenburg gates. Here again are antiques, family escutcheons of a good many centuries' treasuring, as well as a garden and old trees that have obviously been handed down with pride through generations of gardeners. Since this *Schloss* is smaller than the great castles and is managed by the owner, Baroness Gebsattel, the atmosphere is like that of a private house.

Visitors here should try to allow an extra day for an outing to Weikersheim, an old town smaller than Rothenburg but equally picturesque, and to the castle-museum of Schillingsfürst, another stronghold of the Hohenlohe family. *Schloss Gebsattel, uber Rothenburg o. Tauber, Bavaria.* Rates, $2.50 to $4, including four meals.

Driving west from Rothenburg to the Neckar River valley, you leave Bavaria and enter Württemberg. In Württemberg, wherever there is a sunny slope the people grow wine, and since these wines are drunk on the spot and never shipped, Württemberg is therefore a place of pilgrimage for dedicated wine connoisseurs.

The Baron who owns Burg

*(Continued on page 167)*




AQUA LUNG—COURTESY OF ABERCROMBIE & FITCH

The gentleman with the Parliament lure will have quite a tale to tell when he gets home. For now he knows that even mermaids know there's something special about Parliaments. And you, too, will appreciate the crush-proof cigarette case . . . the superb tobaccos . . . the luxurious flavor . . . and above all, the exclusive Mouthpiece that keeps the filter deeply recessed away from your lips. With Parliaments, *only the flavor touches your lips!*

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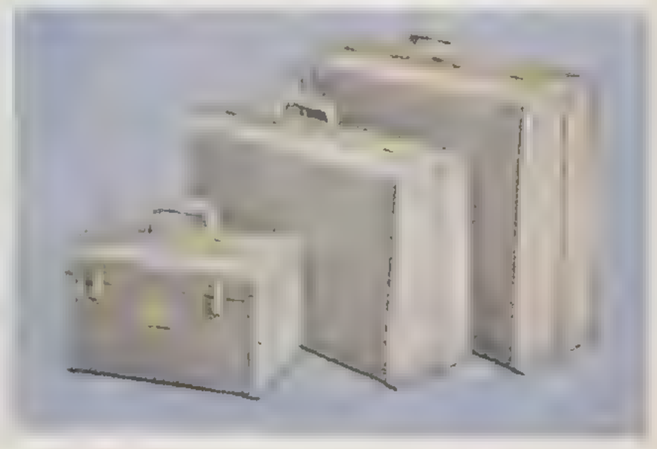
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Ultralite finishes for Men include Pilot Tan, Jet Grey, and Rocket Brown (above), ...also Vapor White for women (not shown). See it...lift it...own the luggage of tomorrow that's fingertip-light!

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*Plus existing taxes. Prices higher outside continental U. S.

## GERMANY

*(Continued from page 164)*

Hornberg, a ruined pile overlooking the Neckar River from a vineyard-encircled hill, is engaged in putting out excellent wines and in running a restaurant built on the battlements high above the river. Sitting there on a summer afternoon and looking out at the view, a German friend said, "Remark the El Greco light." El Greco was probably never in Germany but one can certainly imagine that he would have liked the light there. Particularly in this region, there seems always to be a golden mistiness in the air, a black cloud raining on a distant hill and blue sky breaking through in the opposite direction.

The view from Burg Hornberg is breath-taking and shouldn't be missed; and if the Baron can accommodate you in one of the small guest rooms built in the shadow of the ruins, so much the better—though close proximity to such dark and ghostly towers on a moonlight night may require either a very stolid disposition or plenty of good Hornberg wine. *Burg Hornberg am Neckar, Neckarzimmer (17a), Württemberg.*

Not far from Burg Hornberg, in the Stone-Age-old village of Kochendorf am Neckar, is Schloss Lehen, a sixteenth-century manor that for centuries was a summer retreat of the Princes of Württemberg. Now it has a hotel, a vaulted knights'-hall dining room, an outdoor terrace among flowers and trees, and a good kitchen. Schloss Lehen makes a good headquarters for sight-seeing by day and wine-sampling by night. In the neighbourhood are a museum of mediaeval memorabilia at Castle Neuenstadt; health baths at Bad Friedrichshall; and Bad Wimpfen, a quaint riverside village. Heidelberg is an eighty-kilometre drive along the Neckar. *Schloss Lehen, Bad Friedrichshall-Kochendorf, Württemberg.* Rates, $1.50 to $7, without meals.

In the village of Jagsthausen, the moated castle of Götzenburg is open to travellers. During the summer from June 30 to August 12, Goethe's play *Götz von Berlichingen* is performed by floodlight in the courtyard. *Burg Götzenburg, Jagsthausen, Württemberg.* Rates, $1.25 to $2, without meals.

To continue the happy idea of castle-hopping and wine-tasting at the same time, Schloss Zell, in the town of Zell on the Mosel, offers particular advantages. The family that owns this *Schloss* has been in the wine business for over three hundred and fifty years, and puts out a widely renowned wine, Schwarze Katz (Black Cat). Only *Naturrein* wines are served here (wine bottled at the vineyard, not combined with wine of other vineyards) and the morning after an evening of *Naturrein* wine is reputed to be more benign than other mornings-after.

In October there are wine festivals along the Mosel, but if you can't make one of them, there's nothing to prevent a little wine festival of your own, during which you can sit on a terrace, admire the Mosel and the vineyarded hills that tip down steeply to the very edge of the town, and dine on trout so fresh that when ordered it is swimming lustily in a tank. Schloss Zell used to belong to the local bishops and is not as elaborate as the larger guest-castles. Originally part of the fortifications of the town, it stands directly on the main street. The rooms are unassuming but comfortable, and one can choose, if one wishes, to sleep in a room occupied in 1512 by Kaiser Maximilian, or in a turret room, high and safe, known as "the virgin's chamber." *Schloss Zell, Zell/Mosel.* Rates, $1.50 to $3.50, without meals.

Living in castles in Germany soon has one's mind entangled in the intricate branches of princely family trees, in which names of people and places in history—the Hanoverian kings, the Hessian troops, Mary of Teck—suddenly become more meaningful. The British royal family, of course, has countless connections in Germany. ("The *Herzog* and his daughters have tea every afternoon." the caretaker of one castle remarked. "His Highness is a cousin of the Bowes-Lyons.") Queen Victoria's oldest daughter, Princess Victoria, married Crown Prince William of Prussia, who died only ninety days after ascending the German throne in 1888. The widowed Dowager Empress retired to a palace which she built for herself at Kronberg, a village just outside of Frankfurt.

The *Schloss* stands in the middle of a two-hundred-and-fifty-acre park, a combination of Victorian Tudor and local Hessian architecture, and wonderfully evokes the safe and solid grandeur of life among pre-1914 crowned heads.

You may, if you wish, engage the Empress' suite or the

*(Continued on page 168)*




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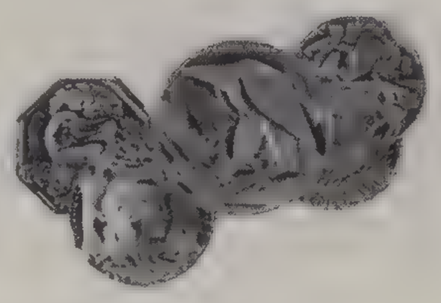




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*Illustrated:*
*Top—Longines Vogue "D"*—very essence of fashion captured in the sleek modern design, $79.50; *left—Longines Starlight Lady L-F 2*—splendor of 14K gold set with two choice diamonds, $125; *right—Longines Cosmopolitan "L"*—sophisticated simplicity, with rich suede strap, $89.50.
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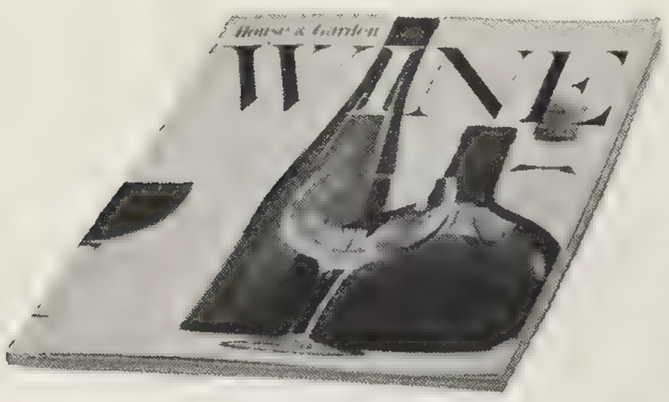
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# California blondes; the young set

One reason why blond is a favourite where the sun shines hard: it's a cool colour with a pleasant tendency to keep a girl neat-looking longer. This dress, blond with white stripes, accent, a brown plumb line. By Bess Loomis, in Avondale gingham. Sizes 1 to 4. About $5. At Neiman-Marcus; Bullock's-Wilshire. Bonnet: Best's.



MIEHLMANN

## GERMANY

*(Continued from page 167)*

suite for royal house guests; both are preserved in more or less their original state; but even if you sleep in a more modest room, intended for a royal child or some Countess-lady-in-waiting, it is easy to imagine yourself back in the days when Czar Nicholas or Kaiser Wilhelm or King Edward VII came for a visit. Only the characters are missing—the setting is all still there: the gold candelabra, the red brocade hangings in the dining room, the lofty chandeliered ceilings, the great fireplaces (those English cousins—a true German household has only stoves). One sees Czar Nicholas descending the stair, King Edward waltzing with a beauty, and royal children—blond and blue-eyed, with, perhaps, rabbit teeth like Queen Victoria's—conveyed in pony-carts through the park.

Nowadays, Schlosshotel Kronberg is a favourite dining and week-end spot for fashionable Frankfurt people. A nine-hole golf course is part of the grounds, and there are beautiful paths and bridle trails in the nearby Taunus mountains. All the bedrooms look out at the vast green park. If one tires of contemplating the view, one can study the prints on the walls, which show cosy family doings, such as Queen Victoria and Albert at the baptism of their first-born. The service, food, and wine at Kronberg are just as they should be in a palace. *Schlosshotel Kronberg im Taunus, Hesse.* Prices are from $4, single, without meals. Pension rates available.

The castles described above are only a few of many possibilities. There are a number in the Rhineland, of which one of the most popular with sophisticated Germans is near Cologne: Hotel Schloss Georghausen (Hommerich Bez. Köln). Near Munich is Schloss Grünwald, whose rooms are delightfully furnished in Bavarian antiques. In the mountain-and-forest country in the vicinity of Kassel, not far from the East Zone border, are two notable mediaeval *Burgen,* Burg Schnellenberg (near Attendorn, in the Sauerland) and Burg Trendelburg (in the Reinhard Forest).

ADDENDA: Charm and plumbing do not necessarily go hand in hand. Where the price is high, you may be sure there is plenty of plumbing and where it is low, don't expect a private bath. German taste in interior decoration does not always agree with ours, so do not be alarmed if occasionally you find yourself sharing your room with a potted palm, or if, on a dark staircase landing, you encounter a stuffed bear, rearing on his hind legs and grinning with a full set of sharp white teeth. In ordering meals, remember that servings are apt to be enormous. Everywhere the service is good and the premises spotlessly clean.

For more castles and more information, one may write to the German Tourist Information Office, 500 Fifth Avenue, New York; 11 S. La Salle Street, Chicago 3, Illinois; or Beethovenstrasse 69, Frankfurt, Germany.

# Discoveries in beauty



A DEEP PERFUME. The idea here—and it's Elizabeth Arden's newest one: a perfume that's deep, rich, and won't fatigue or lose its lustre. Takes doing, this kind of blending, but it's been done. The name of the success is "Mémoire chérie." Comes in a rippling bottle, mounted in a mauve box. This, ready at Lord & Taylor.



THE NEWEST PERFUME IN PARIS is "Ode," wearing the distinguished label of Guerlain. The fragrance is composed of rose and jasmine, blended with the brilliance that's a special secret of this famous perfumer. Only in France now (travellers, note!), "Ode" will be in America by autumn.



A PERFUMED PRESENT. Designed by Evyan, a present that's complete in itself (and a delicious review of Evyan's fragrances). In a lacy box, there's a *flacon* of "White Shoulders" perfume, with matching cologne and "Most Precious" cologne, both in heart-shaped *flacons*. Now, at Altman's.



FRAGRANT MIST to spray directly on the skin after-bath is the latest innovation by Marcel Rochas. "Femme"-scented eau de cologne is now decantered in a black *bombé* bottle that converts to an atomizer with the simple twist-on of a gold metal cap. Spillproof refill bottles and interchangeable caps are at Saks Fifth Avenue.



MIEHLMANN

ITALIAN SPELLBINDER. Simonetta, famous for her Italian fashions, has extended her designing talents to perfume. The subtle, velvety rich fragrance of "Incanto" is the result. Added now (for lighter spell-casting, perhaps?) is this cologne that sprays mistily from a jet black flask. From Altman's.




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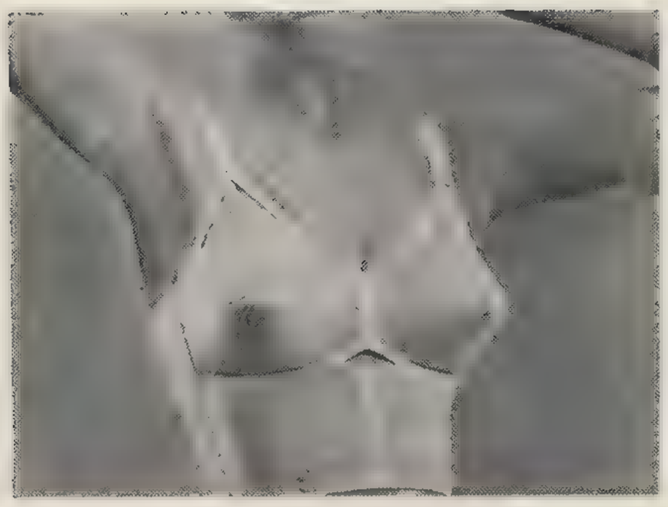
* Reg. T. M. for Du Pont Dacron fiber




# Summer corset news for Mrs. Exeter

What does Mrs. Exeter like in summer corsetry? Comfort, of course, but *not* relaxation of the all-important feature, control. Six underpinnings here, some news because of a special relationship to special fashion news; others, because they're 1956 versions of favoured classics. *Above:* Embroidered cotton corselet with an invisible inner band that fastens under the bosom. To wear without straps, or with straps which convert to desired position. Long enough to shape the hips. By Surprise. $11. Bloomingdale's; Carson Pirie Scott. *Below:* A front-zippered corselet (Mrs. E. can walk right into it) of nylon lace, elastic, and taffeta with convertible straps. Nice thinking: longer back, the boned bodice with the smoothly wired brassière—good for moulded silhouettes. By Diana. $12.50. Arnold Constable.





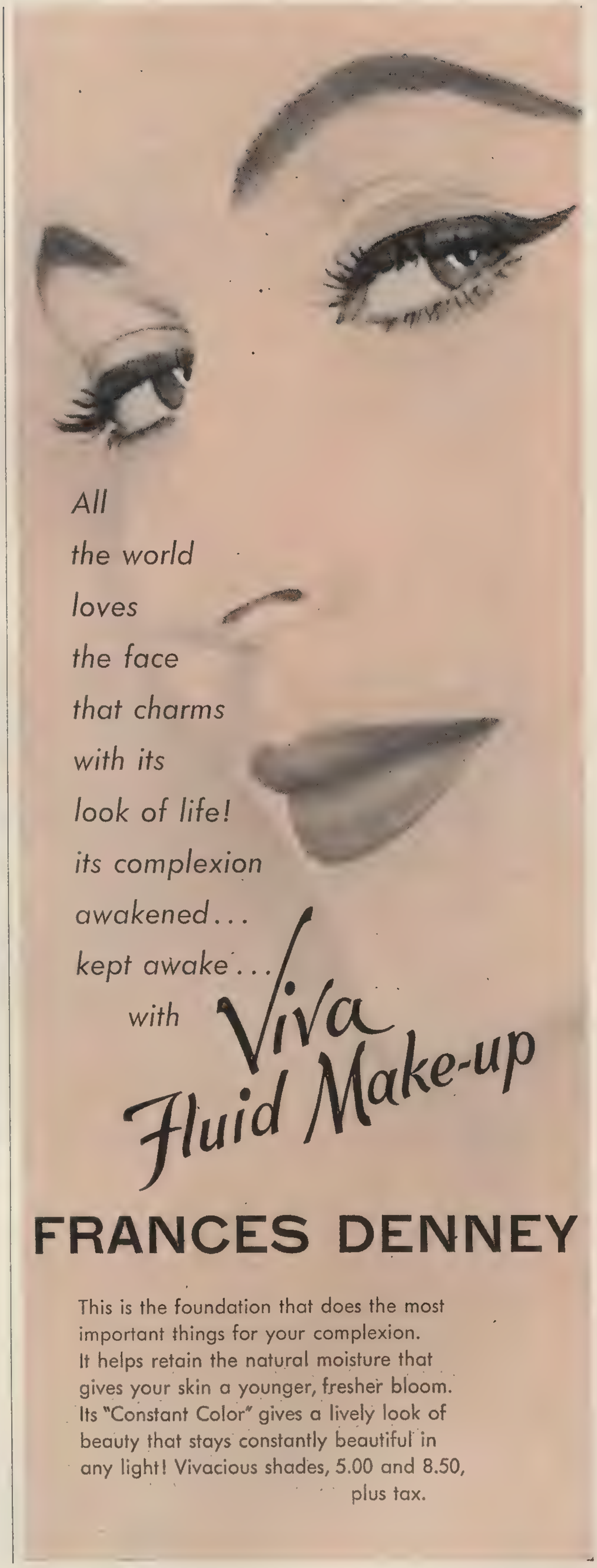


*Above:* Long-line brassière with a nylon elastic band to control the rib cage. Special feature here: the divided strap—it allows for ease, yet holds the bosom in line. By Wonder-Bra. About $6. Arnold Constable; Halle Bros. *Directly right:* All-in-one that manages without a single bone—nylon satin front and back panels keep a firm watch over the figure. Under the bosom line: a line of elastic to make the brassière flexible, free-moving. By Cordé de Parie. $35. At Ransohoffs. *Lower right:* An all-in-one that looks two-piece at the front—there, the strapless brassière has been set free from the rest of the girdle. Idea? To prevent the brassière from losing altitude; to add to Mrs. Exeter's comfort. In nylon tissue net and satin with Lastex. By Donel. $18.50. At Henri Bendel; Hutzler's. *Below:* For slim silhouettes: an all-in-one, all-at-ease via a side zipper, no bones (elasticized nylon panels; marquisette brassière). A high front for ease. By Smoothie. $18.50. Bloomingdale's.



MIEHLMANN







# SHOPPING LIST

*(Continued from page 100)*

waistlines are rated—and like high waistlines, the blousing lines are available in great variety. On the cover of this issue of Vogue, for instance, there's a shirtwaist dress that's bloused in no uncertain terms, and beautifully. But if you're built on a small scale, you might do well to have only one small, terrific smitch of blousing—perhaps a white chiffon dinner jacket that's bloused from the waist into neat, pretty pleats. Wear it to summer restaurants with a black linen skirt built on a white silk bodice top, and add lariat on lariat of gleaming pearls. (For a full choice of new bloused lines, look throughout this issue.)

The summer coat: next essential, and never smarter than it is now, in silk or cotton. The woman who's really living in the fashion-present already knows that a silk or cotton coat practically rates as first-aid kit in hot weather. It solves any number of fashion-situations—and to the woman who's wrinkling away at a desk all day, it's a real indispensable: it serves as a fresh slip cover in which she can go on serenely to face the public gaze. The red silk coat on page 99: fashion that's a fine example of the one-coat coat wardrobe—takes in 9 A.M. appointments or theatre nights.

One really smart summer evening dress: an essential to plan ahead for (and shop ahead for) right now, even though the first gala invitations haven't even gone into the mails. Pick it for brilliance of colour and cut—on pages 112-113, the dresses have both. Or for an evening look that's like money in the bank, look for the new lace: the pleated white lace on page 131 (superb with sun tan and a creamy melange of pearls), and new nylon laces that have a lovely heirloom look.

Knitted cotton runabouts, mostly pale: another realistic item, this one, and one of the decade's best buys. There ought to be some black knitted cottons, covered and bare, and some flower-printed knitted cottons—but above all, you'll need knitted cottons in the new string beige shades: the forte of the pale colour, always, is its affability about shuttling from city to country and back. (Reminder: knitted cotton dinner dresses—see our category on red.)

Beach essentials, in black and white: this 1956 fashion could put a woman's seashore-existence on the smartest basis yet. Organize things this way: new beach-shell bathing suits in black, and black-and-white stripes. A really good beach hat (the equal of a city hat in price and looks), like the natural wicker cartwheel now being made by one of the world's great couturiers; or try a beautiful floppiness of oyster-white straw. Then, black shorts tailored as handsomely as a town suit and worn with delicious white silk tailored shirts. Finally, a couple of the impeccable new seashore jackets—slim, sleeveless, knee-length coats of heavy white linen, maybe. With the money left over, if any: a beach towel so big and luxurious it's like a Turkish beach-carpet.

New summer ration of flowers: definitely essential as a running motif in wardrobes this year. Consider a cluster of orange silk geraniums, to pin on the lapel of a red linen town suit; or a rose-printed white silk sheath that can go to race meets abroad or luncheons at home; a natural straw cartwheel, crown-deep in poppies; or flower-printed linings to line any summer coat or jacket you like.

Two sweater-essentials: the black cashmere cardigan, and a duplicate in white. In a pinch, this pair could be all the coat (short of a raincoat) required in a smart traveller's luggage.

Not essential, finally, but nice to have along: any of the following fashions. A yellow polka-dot silk skirt as a basis for country-Sunday situations this summer—wear it with white silk shirts, primrose sandals. A free-wheeling jacket, squarely cut, of white piqué—to assemble for town, for one instance, with a khaki silk sheath and a white chiffon turban. One smashingly colourful get-up for the evenings when everyone's listless with the heat: a sheath of mille-fleurs silk organdie, perhaps, to wear with persimmon pumps and a bright lacquer-red organdie coat. Definitely a white coat, whipcord or sailcloth, to breeze over black sheaths in town. And red linen pumps with lacquer black heels, stepping out with a cotton city suit of red and white hound's-tooth checks.


**The Dorothy Hubbs dress in the**

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**advertisement on page 25**
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Scientists are making progress against cancer. To keep this work going, money is needed.
So fight cancer with a check—and a checkup. Give to your Unit of the American Cancer Society, or mail your gift to CANCER, c/o your town's Postmaster.

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**advertisement on pages 28 and 29 are at all these stores**

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Cincinnati, Ohio.....Jenny Inc.
Clarksburg, W. Va.....Broida's
Clarksdale, Miss...Clarksdale Style Shop
Cleveland, Ohio....The Halle Bros. Co.
El Centro, Calif.....M. O. King Co.
Eugene, Ore.....Hart Larsens
Evansville, Ind..Kaiser's Smart Apparel
Greensboro, N. C.....Ellis Stone
Harrisburg, Pa., Wm. B. Schleisner Store
Honolulu, Hawaii.....M. McInerny Ltd.
Huntington, W. Va.....Browns Apparel
Kansas City, Mo.....Mindlin's
Lake City, Fla.....The Town Shop
Lansing, Mich.....The Style Shop
Little Rock, Ark.....The M. M. Cohn Co.
Louisville, Ky.....Byck's, Inc.
Madison, Wisc....Simpson Garment Co.
Memphis, Tenn.....The John Gerber Co.
Michigan City, Ind.....Carstens
Nashville, Tenn.....Ruby English
New Bedford, Mass.....Lloyds
New Orleans, La.....Kreeger Store
Parkersburg, W. Va.....J. S. Broida Inc.
Petosky, Mich.....Wellings
Philadelphia, Pa.....John Wanamaker
Phoenix, Ariz.....Goldwaters
Pittsburgh, Pa.....Kaufman's
Pocatello, Idaho.....LeVine
Portland, Ore.....Nicholas Ungar Inc.
Pueblo, Col.....Day-Jones
Renton, Wash.....Renton Mercantile Co.
Ridgewood, N. J.....Jenny Banta
Roanoke Rapids, N. C.....Fannye's
Rockford, Ill.
Edith Parrish Fashion Corner
Salt Lake City, Utah.....Makoff
San Diego, Calif.....Hafter's
Santa Cruz, Calif..Samuel Leask & Sons
Shaker Square, Ohio, The Halle Bros. Co.
South Bend, Ind.....Worth's
Springfield, Ill.....R. F. Herndon & Co.
Summit, N. J.....Miss Nellie
Syracuse, N. Y.....Flah & Co.
Tacoma, Wash.....Lou Johnsons
Tucson, Ariz.....Steinfelds
Utica, N. Y.....Eleanor Clinton Shop
Vallejo, Calif.....Rosee Shop
Waukegan, Ill.....The Hein Co.
Westgate, Ohio.....The Halle Bros. Co.
Wichita, Kans.....Lewins
Wilmington, Del.....Bird Speakman
Winnetka, Ill.....Aimee Shop
Worcester, Mass.....Richard Healy Co.



# Discoveries in beauty




1




2




3




4



5

MIEHLMANN

These are some of the newest products to appear under the well-known label: Beauty Counselors—which, as most women in the United States know, means a cosmetic *service* that operates person-to-person, rather than via shops. A Counselor comes to one's own house, on request—bringing with her the complete series of products *and* beauty advice. The Beauty Counselors system is now a national network; is listed in telephone directories in most cities. Headquarters are in Michigan (Grosse Pointe, 24), and by writing to Beauty Counselors there, a woman can learn the name of her local representative. Now the current news:

1. A Lubricating Formula that's a transparent oil, is also this: a pretty lustre that helps to smooth sun-squint lines around the eyes.
2. For wan or sallow complexions: an instant glow. Pretty-Up is a rose-tinted liquid that brightens and seems to even out complexion tones. To be worn with or without make-up.
3. The newest liquid foundation colour: "Summer Peach." The golden amber shading possible with this can prettily fake a tan, or accentuate a real one. (At this point, a Counselor might suggest an emerald, or amethyst eye shadow; a "Red Gold" lipstick.)
4. More tan fakery, for the legs or bared shoulders, this time. A clear liquid, Jiff-On, bronze-tints the skin, deepens with applications.
5. Then a delicious sachet, scented with Flight of Fancy. A Counselor memo on this: take jars to dust through the bureau drawers of a newly-opened summer house.

'young 'N heart

BY
LADY WINDSOR
A DIVISION OF
KAY WINDSOR



Heavenly cool, so softly flattering . . . Lady Windsor's gently flared, wing-collared coat dress in washable crease resistant Pima voile, asparkle with rhinestone buttons, detailed with tucked yoke! Aqua, pink or lilac on grey background. Sizes 14½ to 24½. About $11

At the following fine stores:
*Rhodes, Seattle, Wash.*
*Jordan Marsh, Boston, Massachusetts*
*Hecht Co., Washington, D. C.*
*J. A. Brown, Oklahoma City, Oklahoma*
*Maison Blanche, New Orleans, Louisiana*
*Jones Store, Kansas City, Missouri*
*Joseph Horne, Pittsburgh, Pennsylvania*
*A. Harris, Dallas, Texas*
*Gimbel Bros., New York, N. Y., and*
*Cross County, Yonkers, N. Y.*
*William Taylor, Cleveland, Ohio*

Or write:
Lady Windsor, 1400 Broadway, New York 18








# VOGUE PATTERNS

*(Back views, sizes, yardages of the Patterns shown on pages 134-135)*



8886



8884

*Above, left:* Pattern 8886. Summer cooling system back in operation now—the bare midriff. Three-part costume (bolero, shorts, skirt) in a new cooler—*red* checked cotton. In sizes 10 to 20 (28 to 38). Size 16 (34) needs 6⅜ yds. of 35" fabric. 75c.

*Above, right:* Pattern 8884, for a beach smock and play suit, very dazzling in white piqué. The play suit's two-piece; the smock could jacket a swimming suit nicely. Sizes 10 to 18 (28 to 36). Size 16 (34) takes 4⅞ yards of 35" fabric. Price, 75c.



8883



8871

*Above, left:* Pattern 8883. Beach coat and bathing suit in blazer stripes. Both, in sizes 12 to 20 (30 to 38). In size 16 (34), the suit needs 1⅝ yds. of 35" fabric; the coat, 3⅜ yards. 75c.

*Above, right:* Pattern 8871, two views. Sizes 10 to 20 (28 to 38). Yardages quoted are for size 16 (34): long-sleeved shirt, shorts, in orange and yellow cottons. For the shirt, 2⅛ yds. of 35" fabric; for the shorts, 1½ yds. The sleeveless shirt takes 1⅝ yds. of 35" linen; short shorts need ⅞ yd. of 54" flannel. 75c.



8803



8864



8844

*Above, left:* Pattern 8803. Kimono: small (30-32), medium (34-36), large (38-40). 3⅜ yds. of 35" fabric for size 16 (34). 60c.

*Above, centre:* Pattern 8864. Bathing suit and beach coat in a brown-on-brown cotton faille. Both, in sizes 12 to 20 (30 to 38). For size 16 (34), you'll need 4¼ yds. of 35" fabric. 75c.

*Above, right:* Pattern 8844. Slacks and jacket, sizes 12 to 18 (30 to 36). For size 16 (34): 1¾ yards of 54" flannel for the slacks, 2¼ yards of 35" linen for the jacket. 60c.

VOGUE PATTERNS ARE AVAILABLE AT IMPORTANT SHOPS IN EVERY CITY OR BY MAIL (POSTAGE PREPAID), FROM DEPARTMENT V, VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. (Some pattern prices are slightly higher in Canada.) Note: Connecticut residents please add sales tax. These patterns will be sent third-class mail. If you desire shipment first-class mail, please include 5c additional for each pattern ordered.



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Only New Design Modess gives you the luxury . . . the gentleness of the fabric covering that's soft as a whisper.

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COLOR

*it's genuine creme ...kind to the hair!*

Ever since the first gray strands appeared, she's had her hair colored—"warm brown." But never *this* warm brown. This is unique—a color *made to her order* by her beautician. And where other warm browns, out of manufacturers' bottles, were "quite good," this is the one she pronounces "perfect"—individually mixed, the precise tone of warm brown for *her* complexion and personality.

If you'd like to know what haircoloring can do *for you*, find out how haircolor can be made—for you! Ask the beautician who uses Roux Creme Color. Ask how she can now mix *your own* color, and give you that same color, retouch after retouch. And by all means, ask about the wonderful difference in your hair's *condition*, when she uses this *genuine* creme color!

*Use according to directions.*